PLAY METER Magazine

VOLUME 22, No. 9 FOR THE COIN-OP ENTERTAINMENT/FEC INDUSTRY AUGUST 1996

Pg 130:
RANDY FROMM

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Solitaire
Magical Touch
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News BULLETIN

Sega and Capcom to merge pinball operations

Redwood City, Calif.—On July 25 Sega Enterprises Inc. USA and Capcom USA Inc. announced their intention to merge the pinball business of their respective Chicago-based companies, Sega Pinball Inc. (SPI) and Capcom Coin-Op Inc. (CCI). The two will equally determine the timing and structure of the merger. The goal is to cope with the current market situation and give the new company a stronger market position. Combining facilities and staffs will foster more efficient and economical operations. SPI currently has about a 30 percent market share. CCI, which started its pinball division in October 1995, has the most modern hardware system and manufacturing facility in the industry. The two companies expect that the merits of both operations will be integrated into a new level in the pinball industry.

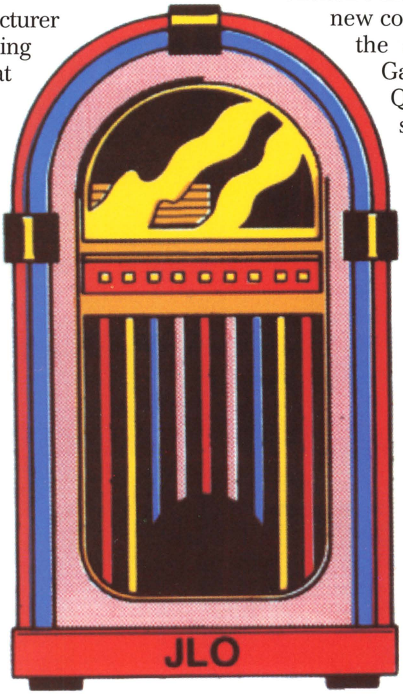
Premier plant closes its doors

Bensenville, Ill.—Chicago area pinball manufacturer Premier Technology has closed its doors, providing further evidence of an ongoing downturn in that segment of the market. A spokesperson for parent company Mondial Distributing said that while it was a shame to lose the Gottlieb imprint, one of the oldest trade names in the industry, it was a logical move when viewed from an economic standpoint. Look for further details next month, as well as an update on how to obtain parts and service information.

JLO Launches decal promotion

New York, N.Y.—The Jukebox License Office is sending window/door jukebox decals to all licensed operators to assist in promoting jukebox awareness. The idea came up at the recent AMOA Jukebox Advisory Council meeting in Cleveland.

Jim Hayes, chairman of the Council, said, "The decal is a great marketing gesture by the JLO which will enhance the visibility of jukeboxes in over 100,000 locations. The decal shows a multicolored jukebox with the wording: "Jukebox Played Here!" Operators are encouraged to place decals on the front doors or windows of their locations. Anyone with questions about the decal can contact the JLO, (800)955-JUKE or (212)581-0190.



AMOA EXPO '96 Update

Ft. Worth, Texas—Dynamo Ltd. of Ft. Worth will join with AMOA in extending a Texas-size welcome to show attendees when it co-hosts the Member Welcome Reception Sept. 26 at Union Station adjacent to the Hyatt Regency Reunion, the expo's host hotel. "This is going to be a fabulous event," said Mark Struhs, vice president of sales and marketing for Dynamo. "It's a beautiful facility and we'll have great food, music, dancing, and all types of activities." The grand ballroom of the Union Station has been reserved for the event, which will feature the band Emerald City plus Dynamo pool tables, table hockey, table soccer, and other games for guests to enjoy. Said Struhs, "We're excited to be working with AMOA."

Top level moves at Valley

Bay City, Mich.—Thirty-year industry veteran Dick Shelton, president of Valley Recreation Products, has been promoted to the position of chairman of the company. He will continue as chief executive officer as well. Past president Chuck Milhem, who will retire next year, remains as vice chairman and a member of the board.

Shelton's first appointment was to name Mark Schiller as the new company president. Schiller comes to Valley from the sales and distribution arm of Snapple and Gatorade beverages; his career includes 11 years at Quaker. Shelton stated: "I am delighted to have someone of Mark's capability and experience joining Valley's management. His extensive sales and marketing experience lends well to achieving the goals and objectives of Valley. I expect he will immediately develop the full potential of our recent Tornado Table Sports acquisition, as well as assist in identifying other opportunities to grow Valley's business domestically and internationally."

Just Kiddie Rides to merge with Childrobics

Farmingdale, N.Y.—Children's amusement ride manufacturer Just Kiddie Rides has agreed in principle to merge with Childrobics Inc., a publicly owned firm that distributes and operates amusement rides and video and arcade games through subsidiaries Group Coin Amusements, Turnpike Distributing, and Amusement Associates. After the merger, Just Kiddie Rides president Jerry Reda is expected to become the new president and chief executive officer of Childrobics.

Reda commented, "The new company will offer superb opportunities for cross selling and promotions. By maintaining a sharp focus on our business, we seek to continue our excellent record of growth and set new industry standards for quality and customer satisfaction." Closing of the transaction is subject to negotiation of a definitive agreement between the parties and approval of the Childrobics board of directors.

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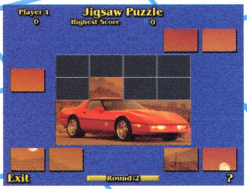
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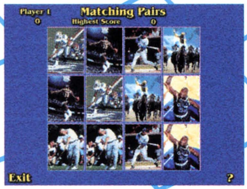
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Black Jack
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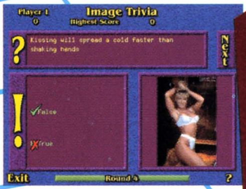
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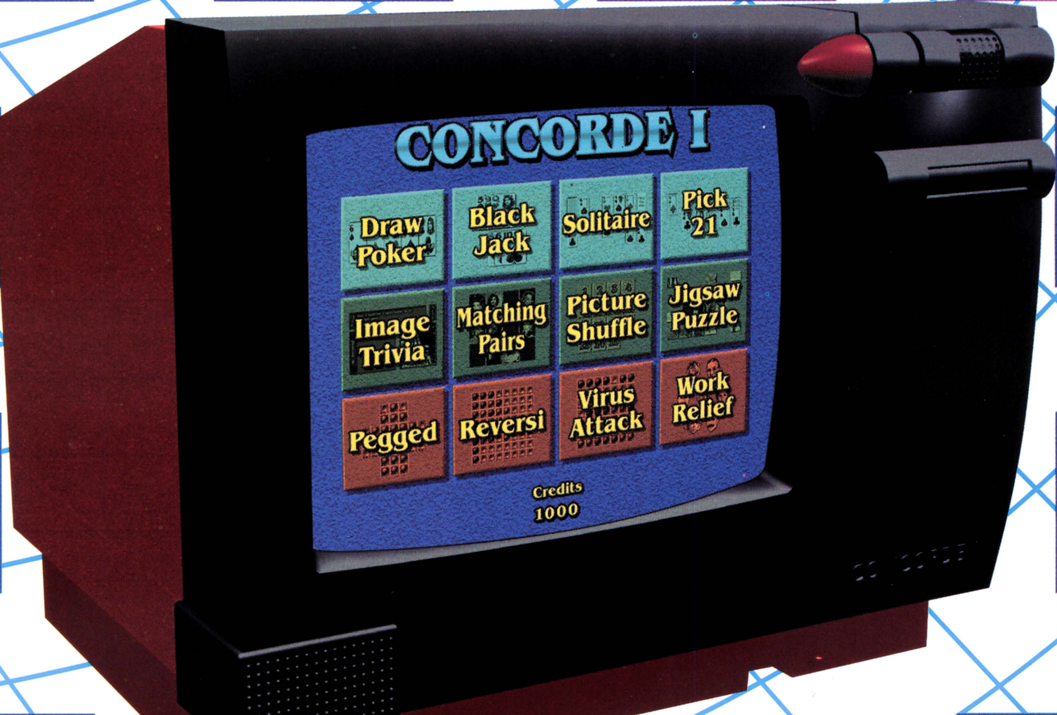
CONCORDE I
Draw Poker
Black Jack
Solitaire
Pick 21
Image Trivia
Matching Pairs
Picture Shuffle
Jigsaw Puzzle
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Draw Poker
Royal Flush
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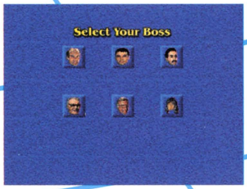
Select Your Boss

Pick 21
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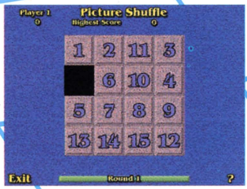
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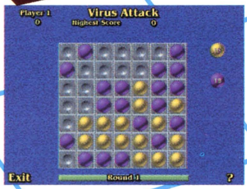
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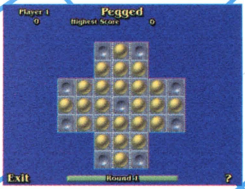
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News BULLETIN

Merit jumps on the Internet

Bensalem, Pa.—Merit Industries has established a Web site (http://meritind.com) to serve a dual purpose: 1) to introduce operators to the company's history, philosophy, and future objectives, and 2) to inform operators of the products and services offered by Merit plus future game updates and product designs. Covered are the *Megatouch IV* and *Scorpion 9000* as well as the Typhoon table hockey. Also accessible is information on Merit-sponsored events such as tournaments and leagues. Customers can also have direct access to the sales, customer service, and promotions departments.

Merit is also happy to announce the availability of its *Tournament Megatouch IV*, which will be showcased at AMOA Expo '96. Look for more details on this product and a host of others in the September issue show preview.

Changes at NSM-America

Bensenville, Ill.—Word from the NSM-America office confirms the closure of the company's Gastonia, N.C., production facility at the end of July. The facility, which has assembled NSM's floor model *Digital Thunder* and *Performer Grand 2000* for the last 18 months, was established in late 1994 to allow NSM to take advantage of the newly enacted NAFTA agreement. Since the decline of Mexico's currency and economy made it difficult to realize these benefits, it was decided to consolidate all production at NSM's worldwide headquarters in Bingen, Germany.

Said John Margold, NSM-America senior vice president: "The decision, while regretful, is one that is best for NSM as a company. Everyone at NSM-America wants to thank our colleagues in Gastonia for their work. We will continue to work to provide our operator customers with the highest quality product and the strongest after-sale service in our industry." To that end, the production schedule in Germany assures that the supply for the North, South, and Central American markets will not be disrupted in any way.

And, in Germany, the parent company of NSM-America (NSM Aktiengesellschaft) has shifted some of the responsibilities among its board of directors. Dr. Thomas Kuhl, technical director, will take responsibility for the M.U.S.I.C. division including subsidiaries NSM-United Kingdom and NSM-America. Kuhl will assume the title of president of NSM-America.

Peter Kuhn, the corporation's director of sales and marketing and former president of NSM-America, will assume control of NSM's games and S.P.O.R.T. divisions. He will attend all major industry functions. Day-to-day operations will not be affected by these changes.

Smart Industries holds Summer Summit

Charlotte, N.C.—Novelty game and crane manufacturer Smart Industries of Des Moines, Iowa, held its first Summer Summit late last month in Charlotte for the company's distributors. In addition to a number of social activities, attendees got a chance to better examine some of the company's new products, including the *Pit Stop* crane and the *Hollywood* Photo Booth and reevaluate stalwarts like the *Clean Sweep* crane line and the *Smart Ticket Center.*

Smart's Pete Walton announced that the company will be holding sales seminars across the country, possibly in conjunction with another manufacturer, to help distributors become "better Smart Sellers." Further details will be released this month.

Smart has also embarked on a relationship with Taco Bell franchisees across the country to have its operators install specially themed cranes into the restaurant locations. This comes at a time when Taco Bell is also looking to open South of the Border arcades in its fast food chains to compete with other restaurant entertainment venues such as the play areas at McDonald's locations. "We are not affiliated with the Taco Bell corporate people yet," explained Smart's Marty Shelton. "They are going to be looking at the franchises closely."

Incredible Technologies sponsors Uncle Sam Slam

Rolling Meadows, Ill.—Incredible Technologies reports an excellent response for the first national tournament of its networked *Peter Jacobsen's Golden Tee 3D Golf* games. Named the Uncle Sam Slam, the tournament began June 21 and concluded July 7. It involved over 145 games located in six states where hundreds of players competed for cash prizes totaling over $12,000.

This is how it works: dedicated tournament games are connected to regular telephone lines that allow the games to receive and transfer data. Each game makes a toll-free call once a night to the International Tournament System to report the day's activity. From this data the top 20 scores are calculated and transferred to every machine and displayed on the national leaderboard. Local leaderboards display the best scores for that location. Prizes are awarded on both national and local levels.

According to Incredible Technologies, many operators reported a remarkable level of excitement and many went out of their way to promote the tournament at their locations. A second national tournament runs from July 19 through Aug. 4. ITS-compatible *Peter Jacobsen's Golden Tee 3D Golf* games are available from select distributors. To find the distributor nearest you call (206)869-6400 or (847)870-7027.

Fun Expo betting on big crowd

White Plains, N.Y.—Fun Expo, the trade show for the international family fun center and miniature golf industry, expects a record 8,000 attendees this year to view products and services from 400 companies that will occupy 1,000 booths at the sixth annual event Oct. 9-12 at the Sands Expo Center in Las Vegas. Nev.

Show manager Bailey Beeken remarked: "The evolution of the exhibit floor has been remarkable. Classic favorites like miniature golf, go-karts, soft playgrounds, and bumper boats now stand shoulder-to-shoulder with every kind of video game, laser game, and virtual reality." Look for new food products, costume companies, and operations systems at this year's show because, as Beeken sees it, "attendees are seeking these products as part of expansion and diversification plans."

Fun Expo '96 will offer two first-time features: an outdoor pavilion for inflatables and other portable attractions, and a seminar policy that allows all registrants to take in the program for only $35 in advance ($55 after Aug. 30). In addition, because of the growing number of traditional operators and distributors at the show, Play Meter is sponsoring a cocktail party on Wednesday night so FEC owners can meet and mingle with operators and distributors. For more information on Fun Expo activities, call (914)993-9200.

CORRECTION: On page 83 of our July issue, in "International Scene," a typographical error listed JCM Intl. instead of JPM Intl. in an item about Sega Enterprises Ltd. of Tokyo, Japan, purchasing four gaming-related companies. We apologize for any confusion this may have caused the companies concerned or their customers. ▲

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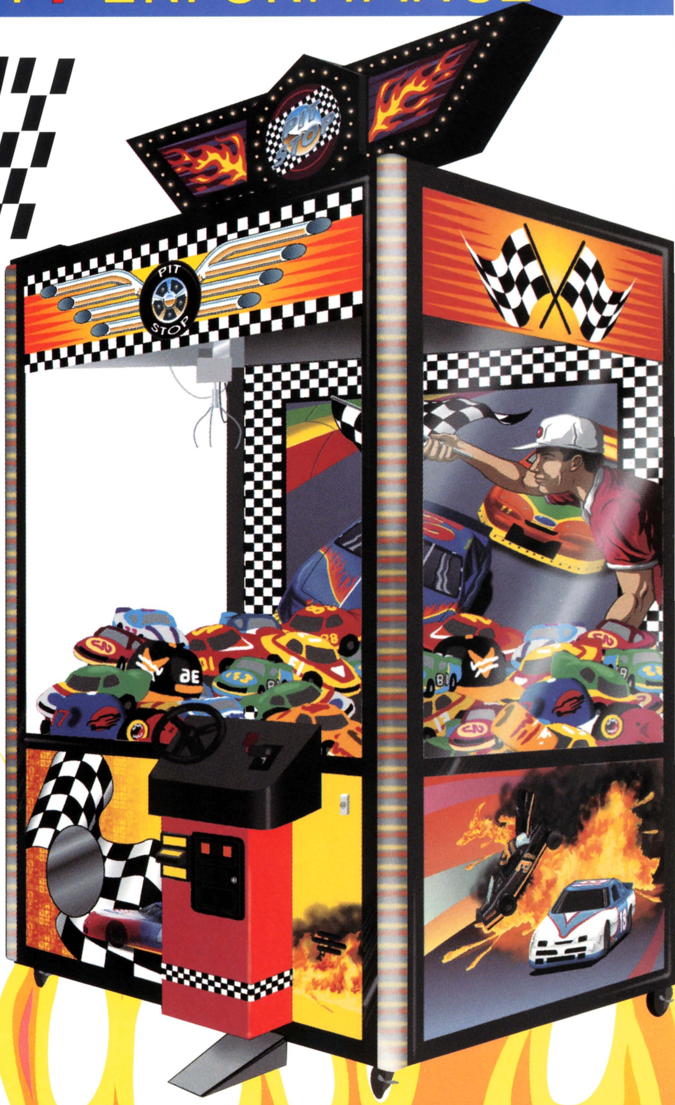

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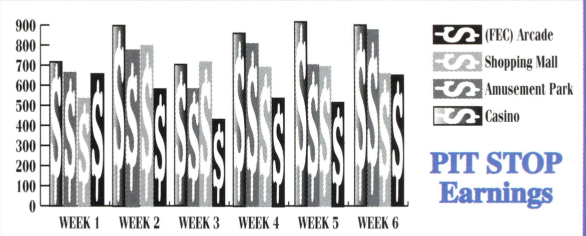

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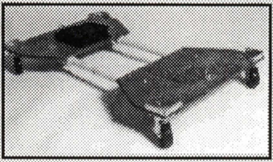

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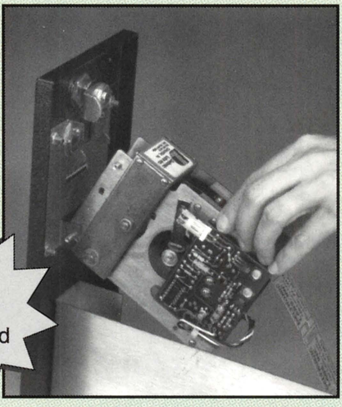

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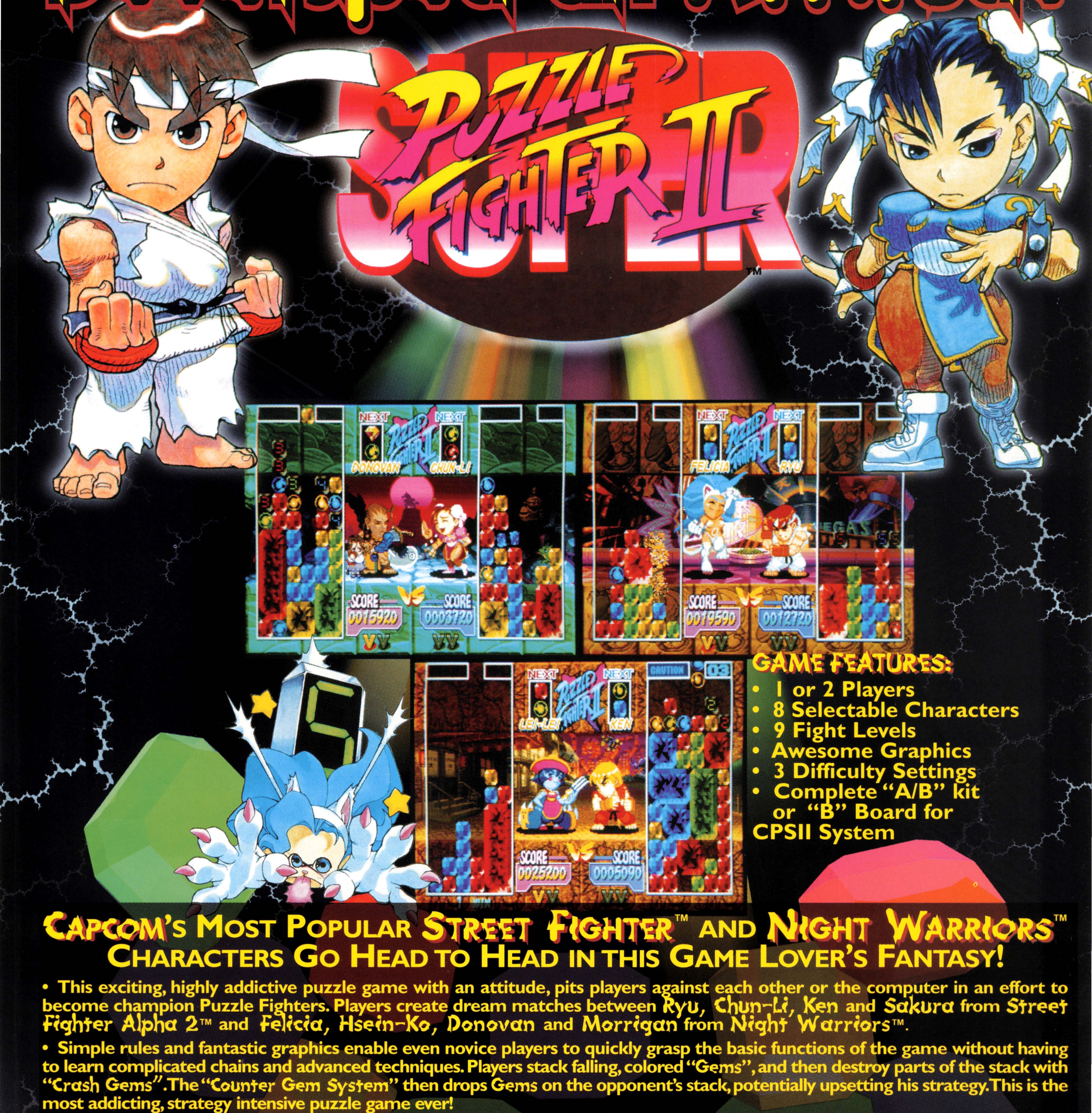
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VOLUME 22, NO. 9 • AUGUST 1996

51 FEC Focus: Laser Tag Part III

Proper research and marketing are paramount for a successful laser game facility, say officials of Richmond, Va.'s Zone Management. Wise counsel from a company that has made a commitment to five laser tag arenas. Learn more about ZM's strategy plus something you won't find in any other magazine: what buyers should ask before taking the plunge.

66 Music Technology

Build a better mousetrap, the old saying goes, and the public will flock to your door. Not so fast. When it comes to a totally new way to deliver music to locations, skepticism runs high even though technology stares us in the face. The industry didn't convert to CD jukeboxes overnight; digitally downloaded music will be no exception, or will it?

84 Street Equipment

Often called the "backbone of the industry" and the "bread and butter" products, street location equipment has gained in popularity as operators take a closer look at return on investment. Get an update on available product in the categories of air hockey, card games, countertops, darts, 8-liners, foosball, jukeboxes, pool tables, and shuffleboards.

Departments

News Notes . . . 3
Equipment Poll . . . 12, 14
From the Editor . . . 16
Mailbox . . . 18
Coin-Op News . . . 20
Who's News . . . 35
Beyond the Playfield . . . 38
Up Front . . . 40
International Scene . . . 42
From Left Field . . . 48
Pictures from the Past . . . 50
Cover Story . . . 58
News Feature-Skybound . . . 102
Guest Commentary . . . 105
News Feature-Namco . . . 106
State Show-WAMO . . . 108
The Legal Eagle . . . 109
Redemption Report . . . 110
State Show-ICMOA . . . 113
Interview . . . 119
The Sporting Edge . . . 123
Technical Topics . . . 130
Ticket Tech . . . 136
Battle Tech . . . 138
AMOA Agenda . . . 139
What's New . . . 142
Classified . . . 147
Calendar . . . 186

Cover

The wizard is in. Larry Hartley, the driving force of Micro Mfg., is at the end of the industry's yellow brick road with proven street location games. His company has enjoyed unprecedented growth with such products as the new *Magical Touch.*

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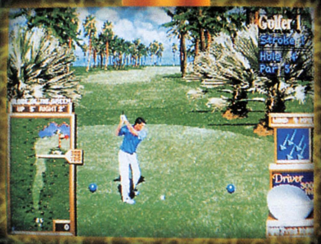
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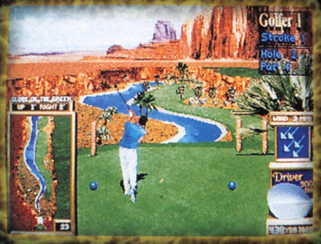
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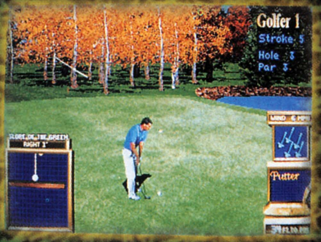
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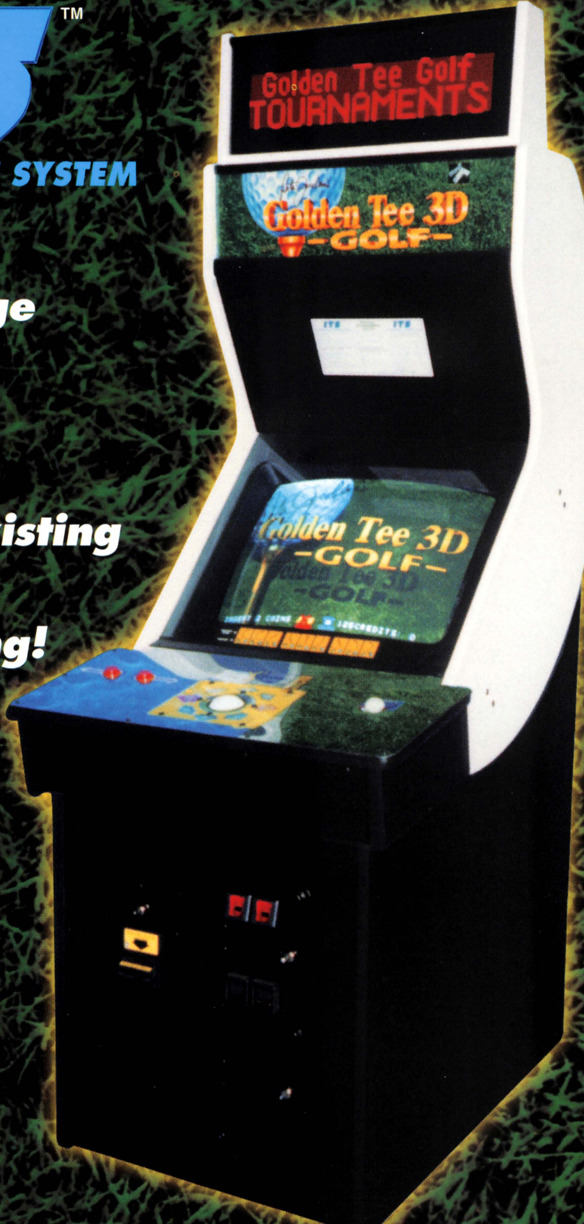
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Equipment Poll

VIDEO & PINBALL COMBINED

	GAME	MO. ON CHART	MO. IN TOP 10
1.	Daytona USA *(Sega)*	23	23
2.	Cruis'n USA *(Midway)*	21	21
3.	Time Crises *(Namco)*	4	4
4.	Area 51 *(Atari)*	8	8
5.	Alpine Racer *(Namco)*	8	8
6.	Megatouch IV *(Merit)*	3	3
7.	Attack From Mars *(Bally)*	4	4
8.	NBA Hang Time *(Midway)*	2	1
9.	Metal Slug *(SNK)*	2	1
10.	Sega Rally *(Sega)*	10	3
11.	Golden Tee 3D Golf *(Incred. Tech)*	9	2
12.	Manx TT *(Sega)*	4	2
13.	Tekken 2 *(Namco)*	10	9
14.	Megatouch *(Merit)*	10	5
15.	Lucky & Wild *(Namco)*	36	5
16.	Solitaire Challenge *(Dynamo)*	25	10
17.	Theatre of Magic *(Bally)*	15	9
18.	Bust-A-Move Again *(Taito)*	7	*
19.	Indy 500 Twin *(Sega)*	4	*
20.	The Addams Family *(Bally)*	53	46
21.	OutRunners *(Sega)*	34	20
22.	Magical Touch *(Micro)*	6	2
23.	Suzuka 8 Hours 2 *(Namco)*	27	19
24.	Killer Instinct 2 *(Midway)*	5	2
25.	Virtua Cop 2 *(Sega)*	8	4
26.	Tournament Solitaire *(Dynamo)*	9	1
27.	Twister *(Sega)*	1	*
28.	Ace Driver *(Namco)*	8	*
29.	Cyber Cycles *(Namco)*	10	4
30.	Soul Edge *(Namco)*	5	2
31.	D&D Shadow Over Mystara *(Capcom)*	3	*
32.	Safecracker *(Williams)*	1	*
33.	Who Dunnit *(Bally)*	6	1
34.	Run and Gun 2 *(Konami)*	2	*
35.	Apollo 13 *(Sega)*	6	*
36.	Virtua Fighter 2 *(Sega)*	18	12
37.	Ridge Racer *(Namco)*	25	9
38.	COPS *(Atari)*	15	1
39.	Street Fighter Alpha 2 *(Capcom)*	2	*
40.	World Class Bowling *(Incredible Tech.)*	2	*
41.	Star Trek: TNG *(Williams)*	31	23
42.	Point Blank *(Namco)*	12	1
43.	World Cup Soccer *(Bally)*	25	18
44.	Virtua Cop *(Sega)*	17	11
45.	Road Show *(Williams)*	20	11
46.	T-MEK *(Atari)*	20	3
47.	Strikers, 1945 *(Worldwide)*	3	*
48.	Turf Masters *(SNK)*	1	*
49.	Break Shot *(Capcom)*	1	*
50.	Tekken *(Namco)*	18	11
51.	Killer Instinct *(Midway)*	19	12
52.	Lethal Enforcers II *(Konami)*	27	5
53.	Pinball Magic *(Capcom)*	8	*
54.	Open Ice *(Midway)*	7	1
55.	Goldeneye *(Sega)*	2	*
56.	Congo *(Williams)*	4	*
57.	Mario Andretti *(Premier)*	3	*
58.	Jack-Bot *(Williams)*	7	1
59.	Twilight Zone *(Bally)*	35	22
60.	Bust-A-Move *(SNK)*	16	9

VIDEO DEDICATED

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Daytona USA *(Sega)*	9.37	1366
2.	Cruis'n USA *(Midway)*	9.18	1224
3.	Time Crises *(Namco)*	9.00	227
4.	Alpine Racer *(Namco)*	8.65	459
5.	NBA Hang Time *(Midway)*	8.30	102
6.	Sega Rally *(Sega)*	8.00	432
7.	Manx TT *(Sega)*	7.83	206
8.	Lucky & Wild *(Namco)*	7.67	1180
9.	Solitaire Challenge *(Dynamo)*	7.67	1003
10.	Indy 500 Twin *(Sega)*	7.58	182
11.	OutRunners *(Sega)*	7.36	1505
12.	Suzuka 8 Hours 2 *(Namco)*	7.31	1263
13.	Killer Instinct 2 *(Midway)*	7.29	224
14.	Virtua Cop 2 *(Sega)*	7.22	383

VIDEO KITS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Area 51 *(Atari)*	8.76	447
2.	Megatouch IV *(Merit)*	8.58	166
3.	Metal Slug *(SNK)*	8.17	102
4.	Golden Tee 3D Golf *(Incred. Tech)*	7.92	383
5.	Tekken 2 *(Namco)*	7.70	551
6.	Megatouch *(Merit)*	7.68	494
7.	Bust-A-Move Again *(Taito)*	7.60	219
8.	Magical Touch *(Micro)*	7.36	230
9.	Tournament Solitaire *(Dynamo)*	7.22	219
10.	Soul Edge *(Namco)*	7.17	232
11.	D&D Shadow Over Mystara *(Capcom)*	7.00	103
12.	Street Fighter Alpha 2 *(Capcom)*	6.80	51
13.	World Class Bowling *(Incredible Tech.)*	6.63	50
14.	Point Blank *(Namco)*	6.60	366
15.	Strikers, 1945 *(Worldwide)*	6.44	48
16.	Turf Masters *(SNK)*	6.40	13
17.	Tekken *(Namco)*	6.24	712
18.	Open Ice *(Midway)*	6.21	133
19.	Bust-A-Move *(SNK)*	6.05	453
20.	Great 1000 Mile Rally 2 *(Kaneko)*	6.00	36
21.	MK3 Ultimate *(Midway)*	6.00	284
22.	Marvel Super Heroes *(Capcom)*	5.96	290
23.	Lethal Enforcers *(Konami)*	5.96	1591
24.	Viper Phase 1 *(Fabtek)*	5.91	190
25.	Raiden II *(Fabtek)*	5.88	780

PINBALLS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Attack From Mars *(Bally)*	8.54	217
2.	Theatre of Magic *(Bally)*	7.61	757
3.	The Addams Family *(Bally)*	7.49	2804
4.	Twister *(Sega)*	7.21	34
5.	Safecracker *(Williams)*	7.00	30
6.	Who Dunnit *(Bally)*	7.00	219
7.	Apollo 13 *(Sega)*	6.92	202
8.	Star Trek: TNG *(Williams)*	6.61	1439
9.	World Cup Soccer *(Bally)*	6.59	899
10.	Road Show *(Williams)*	6.46	650
11.	Break Shot *(Capcom)*	6.33	12
12.	Pinball Magic *(Capcom)*	6.24	121
13.	Goldeneye *(Sega)*	6.21	29
14.	Congo *(Williams)*	6.20	50

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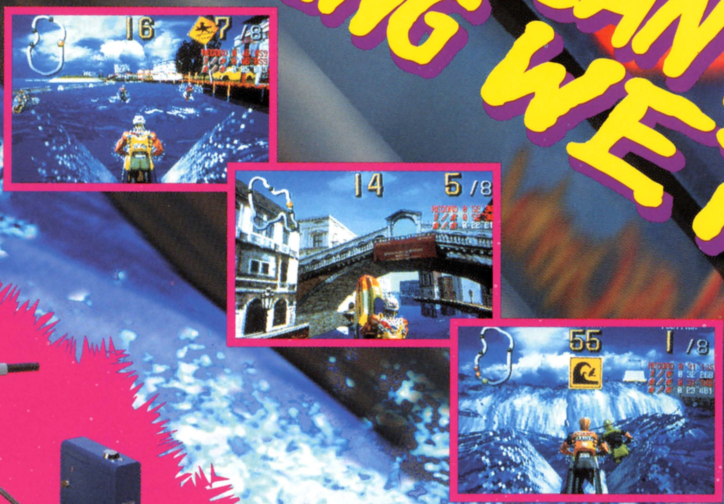

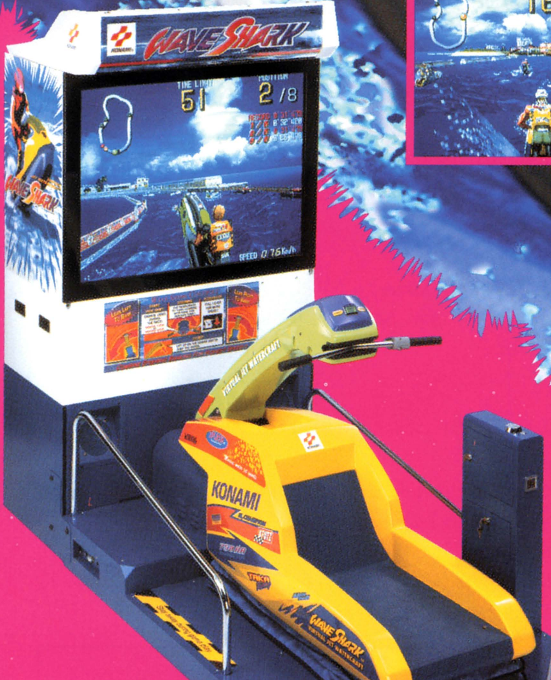

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Equipment Poll

REDEMPTION

ALLEY BOWLERS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Striker *(Design Plus)*	8.67	262
2.	Bug Bash *(Bay Tek)*	8.25	108
3.	Skee-Ball Lightning *(Skee-Ball)*	8.17	328
4.	ICE Ball *(ICE)*	7.33	228
5.	Skee-Ball *(Skee-Ball)*	6.83	229

SPORTS GAMES

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Rage in the Cage *(Fun Merchants)*	9.00	108
2.	Hoop It Up *(Atari)*	7.93	373
3.	Full Court Fever *(ICE)*	7.63	225
4.	Shoot to Win *(Smart)*	6.80	223
5.	Full Court Frenzy *(ICE)*	6.21	78
6.	UB-QB Football *(Skee-Ball)*	5.87	77
7.	Hoop Shot *(ICE)*	5.17	6

SINGLE COIN PUSHERS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Jungle Jive *(Coastal)*	9.00	434
2.	Klondike/Gold Coast *(Fun Merchants)*	6.67	291
3.	Rock 'N Roll/Dino Valley *(Fun Merchants)*	6.33	587

SINGLE CRANES

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Candy Shop *(Grayhound)*	8.33	208
2.	Jumbo Crane *(Grayhound)*	8.20	257
3.	Snack Attacker/Challenger *(AGE)*	8.00	182
4.	Classic Watch Crane *(Smart)*	7.80	238
5.	Action Claw *(Fun Merchants)*	7.00	149
6.	Clean Sweep *(Smart)*	6.88	275
7.	Big Choice *(Fun Merchants)*	6.71	188
8.	Candy Crane *(Smart)*	6.52	184
9.	Skill Crane *(Grayhound)*	6.22	155
10.	Hollywood Crane *(Maxwell)*	6.00	26

CHILD-SIZE GAMES

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Shoot To Win! Jr. *(Smart)*	8.00	271
2.	1/2 Pint Frenzy *(ICE)*	7.00	263
3.	Feed Big Bertha *(Smart)*	6.88	153
4.	Smart Toss Em *(Smart)*	6.43	166
5.	Super Mario Mushroom *(Premier)*	5.86	38
6.	Awesome Toss 'Em *(Acclaim/Lazer-Tron)*	5.67	57
7.	Bozo Basketball *(Design Plus)*	5.50	31
8.	Godzilla Wars Jr. *(Namco)*	5.20	13
9.	Barnyard Babies *(Skee-Ball)*	5.00	14

ROLL DOWNS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Jungle Rama *(Acclaim/Lazer-Tron)*	7.00	159
2.	Spin To Win *(Acclaim/Lazer-Tron)*	6.93	265
3.	Dino-Roll *(Seidel)*	6.67	34
4.	Quackers *(Seidel)*	6.50	30
5.	Spin-a-21 *(Acclaim/Lazer-Tron)*	6.33	21
6.	Roll Down *(Bay Tek)*	6.00	22
7.	Clown Roll Down *(Bay Tek)*	5.17	109

NOVELTY

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Dinoworld *(Planet Earth)*	9.40	296
2.	Colorama *(Bromley)*	9.25	354
3.	Cyclone *(ICE)*	9.06	467
4.	Round 'n Round *(Phoenix)*	8.33	51
5.	Dinoscore *(Planet Earth)*	8.20	411
6.	Solar Spin *(Acclaim/Lazer-Tron)*	8.00	44
7.	Cyclone Jr. *(ICE)*	7.60	87
8.	Double Cheese *(Midway)*	7.33	88
9.	Robo-Bop *(Coastal)*	7.25	198
10.	Pop-A-Slot *(Coastal)*	7.00	177
11.	The Flintstones *(Acclaim/Lazer-Tron)*	7.00	80
12.	Dino Rally *(Bromley)*	6.67	162
13.	Dump the Ump *(ICE)*	6.60	36
14.	Bouncing Bandits *(CCI)*	6.33	80
15.	Buddy Bear *(Smart)*	6.25	109
16.	Flip N Win *(Planet Earth)*	6.00	195
17.	Simple Simon *(Am. Sammy)*	5.86	75
18.	Pop-A-Tac-Toe *(Coastal)*	5.83	46
19.	Sidewinder *(Bob's Space)*	5.33	*
20.	Shot Clock 2 *(Phoenix)*	5.25	*
21.	Pop-A-Ball *(Coastal)*	5.24	42
22.	Hop-A-Tic-Tac-Toe *(Data East)*	5.07	15

COIN DROP GAMES

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Goin' Rollin' *(Seidel)*	9.25	119
2.	Smokin' Token *(Seidel)*	8.69	363
3.	Chicken Dash *(Konami)*	7.71	99
4.	Wheel 'M In *(Bromley)*	7.63	385
5.	Roll For Gold *(Benchmark)*	7.40	86
6.	Home Run Hitter *(CCI)*	7.33	295
7.	Aftershock *(Acclaim)*	7.00	284
8.	Super Bank It II *(Acclaim)*	7.00	85
9.	The Mask *(Data East)*	7.00	276
10.	Rock-N-Bowl *(Bromley)*	6.86	180
11.	Pirate's Gold *(Acclaim)*	6.67	100
12.	Coin Circus *(Am. Sammy)*	6.00	82
13.	Addams Family Values *(Midway)*	5.80	123
14.	Cut the Cheese *(Sega)*	5.80	80

GUN GAMES

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Ghosthunter *(Hanaho Games)*	7.40	35
2.	Miner's Revenge *(Acclaim/Lazer-Tron)*	6.33	35
3.	Big Mouth *(Meltec)*	5.78	34
4.	Knock-Down *(Meltec)*	5.25	11

BOPPING/STOMPING GAMES

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Spider Stompin *(Jaleco)*	8.38	273
2.	Tortoise & The Hare *(Island)*	8.20	48
3.	Ribbit Racin *(Acclaim/Lazer-Tron)*	7.13	315
4.	Wacky Gator *(Data East)*	6.36	86
5.	Whac-A-Mole *(Bob's Space)*	5.83	1
6.	Cracky Crab *(Namco)*	5.11	22

Results are based on monthly Equipment Poll ballot returns. Point Value = average of ballot ratings on a scale of 1-10; Longevity Points = standings on Best 60 combined game lists (#1 game receives 60 points, #2 game receives 59 points, etc.) ****Indicates new or reappearing games.*

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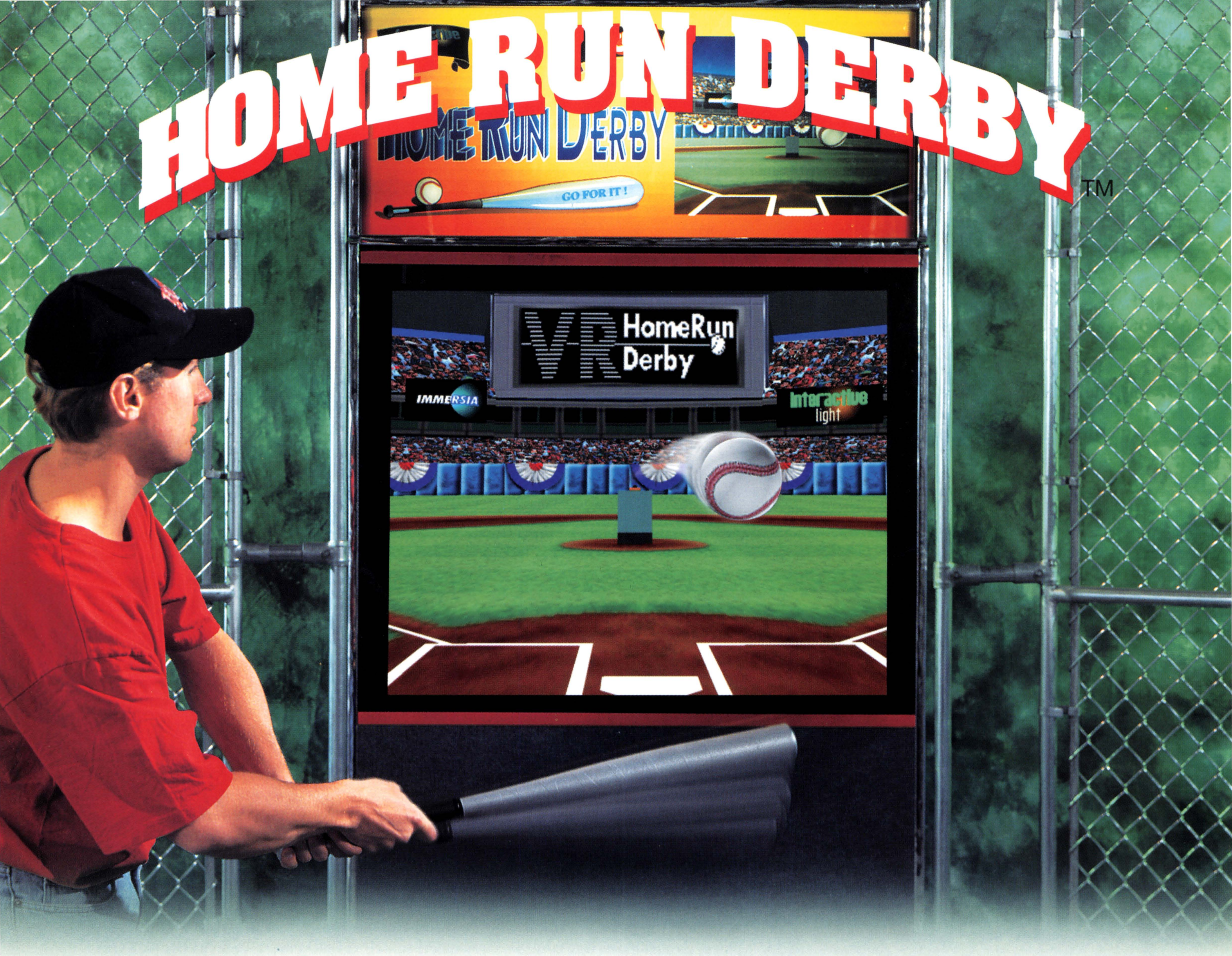

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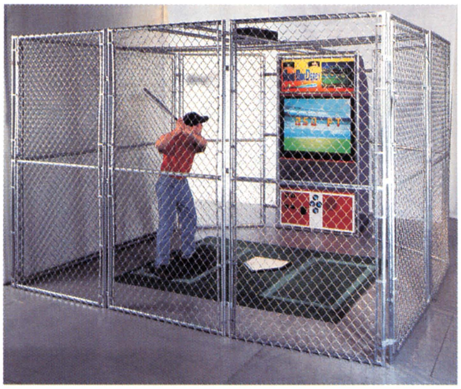

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Tailfins and retractable tops: WHAT GREAT IDEAS!

If you saw a Cadillac Brougham with stainless steel roof, power everything, portable vanity, car phone, turntable, and many other features destined to make it a top of the line automobile and it cost only $13,000, you'd snap it up. But it was 1957 and the $13,000 price tag would squelch many a deal. It was billed as the car for those who can afford tomorrow's car today. But not too many could.

I love reading books on the history of the automobile (thanks to Brian Swanson for his list of must-reads) and watching specials like the ones on the history channel. I can't help but notice how much the automobile industry has paralleled our own industry. Car makers learned a bittersweet lesson many years ago that we can still learn from: "You can't get too far ahead of your customers." Features like car phones and turntables in the '50s were frivolous luxuries envisioned for the future. They weren't reality then, but CD players and car phones are commonplace, almost expected, now.

Valerie Cognevich
Editor

For three years in the '50s, Ford had the retractable top that simply went into the trunk. And what about those tailfins? I'd say it was way too much of a good thing. But once someone comes out with a popular idea, that idea is done to death. Fins are a wonderful example. Can you picture the 1959 Cadillac? It had fins with a car attached! A nearly two-ton car with 390 horsepower certainly was the ultimate gas hog. But who cared, there was plenty of gas.

When cooler heads prevailed as we entered the '60s, tailfins became a distant memory, like a prehensile tail. And it was about this time that an occasional foreign car invaded our shores. No one viewed the meager sales as a threat. In 1964 Mercedes sold about 8,000 cars, hardly a threat to Cadillac's sales that were topping 150,000. The handwriting was on the wall then, but no one was reading.

When OPEC shut off gas supplies in 1973, suddenly investing in a gas guzzling car seemed ludicrous and luxury was sacrificed for practicality. Ironically, since no American car manufacturer had bothered to view foreign cars as a threat, these small fuel-efficient cars were able to slip right into car buyers' driveways. The demand was insatiable. Then a funny thing happened. While consumers originally bought these foreign cars for the economy, it became apparent that the quality was far superior to the American-made cars.

Cadillac took until 1975 to address the oil crisis when it introduced the Seville, billed as the right car for changing times. But the times had changed long before and the Japanese cars had made a huge impact on the car-buying public. Even people who were used to a luxury car and were ready to buy luxury again were finding foreign alternatives. The American manufacturers were scurrying to win back their customers. But they offered too little too late and soon the foreign manufacturers were dominating the luxury market as well as those focusing on economy.

In 1980, Cadillac was again certain it had the answer for fuel economy with the 8/6/4 engine. The concept was simple: the motor would use whatever power it needed: eight cylinders at first, then dropping to four in an effort to save on fuel. But it was soon evident that the microprocessor was so unpredictable that owners were soon disconnecting it and running it as a straight eight.

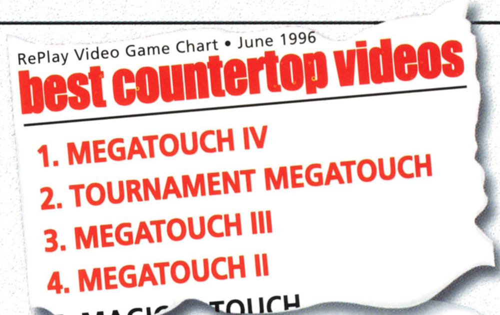
But Cadillac didn't give up. In 1986 it introduced the Elante. Once again, on paper it seemed the company couldn't lose. They only needed to sell 6,000 cars a year to break even. In reality, it took serious discounts and resale value assurances to unload them. Cadillac was a victim of its own success; it didn't take the competition seriously.

Our industry, too, has been a victim of its own success. When pinball was king of the heap, video games seemed a minor challenge. When it became obvious that video games were here to stay even the pinball manufacturers introduced pinball/video hybrids. When kit games were introduced, we all know that many said it would never happen. Even music has changed from 45s to CDs although many said vinyl would never leave.

I don't think we can expect predictions to come true with any regularity, because with predictions you never really know. But we must keep our minds open to new ideas. One idea is digital music. It's not a brand new idea, just like car phones and turntables were first envisioned in the '50s.

Digital music was an idea a decade ago. Then it was perhaps wishful thinking because the technology was not far enough along to make it a reality. Or maybe people weren't ready for a change so drastic in the way they played their music. But digital music is again being discussed and could very well be a future reality. ▲

You earned our way to the top.

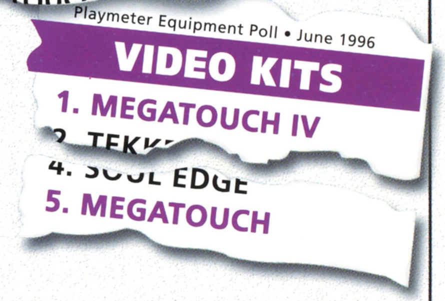


RePlay Video Game Chart • June 1996

best countertop videos

1. MEGATOUCH IV
2. TOURNAMENT MEGATOUCH
3. MEGATOUCH III
4. MEGATOUCH II

MAGI TOUCH



Playmeter Equipment Poll • June 1996

VIDEO KITS

1. MEGATOUCH IV

2. TEKK

4. SOUL EDGE

5. MEGATOUCH

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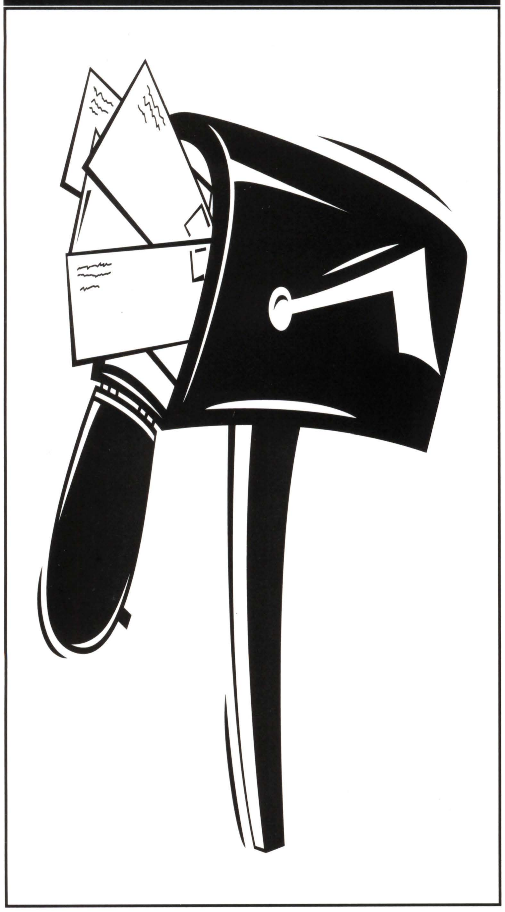


Cyberspace fan

I am vice president of sales (Western region) for Smart Industries. I am delighted to find your Web site. It makes so much sense. I have a question: Will you have classified ads on this site?

Smart is doing more than your article suggests. I predict a big year for us; we'll be coming out with some sensational products to be announced. We have a new crane called The *Clean Sweep Pit Stop* (42-inch) that is revolutionary in design and in marketing opportunities.

I look forward to visiting this site often, perhaps daily. Thank you for being so progressive in an industry that is mostly overlooking the benefits of the Internet. I feel the future lies within this system and the sooner our industry ramps up to the 'Net, we will reach a new dimension in game development and commercial success.

Marc Fellman
Smart Industries
Omaha, Neb.

Marc, we have been overwhelmed with the response we've received from our Web site on the Internet. We get some questions from players as well as those within the industry. I think it's hard to predict exactly where the Internet will take the industry, but we know that we want to be a part of it. You asked whether we'll have classified ads and I can't totally answer it. As of right now we have no plans to include classified ads, but as I said, who knows what we'll be doing on the Internet next year. Thanks for your comments. —V.C.

On target with cranes

I read the "Up Front" editorial about cranes in the May issue and I'd like to let you know I think you were 'right on the money' with your comments. When you mentioned "furniture-quality models with stained glass-look marquees," it was with great pride that I read that paragraph.

A mere two years ago at the AMOA Expo, Mission Crane Service Inc. (MCSI) unveiled the first solid-wood skill crane. Several manufacturers asked MCSI founder and president Michael Lewis what he was going to do with 'that.' After securing national contracts with Denny's and Perkins Family Restaurants, they found out what we were doing with 'that.'

As you may have noticed at this year's ACME show, several imitators have sprung up trying to duplicate our "piece of furniture."

AT MCSI we are manufacturers, operators, and national account managers for skill cranes. Through our industry- first Group Operator Program we secure national accounts and have operators throughout the country servicing our machines to our specifications on a uniform basis.

We know the skill crane and vending industry has a bad reputation in the minds of many potential customers: they have read stories about less than honorable operators who have taken advantage of their customers (a nice way of putting it!).

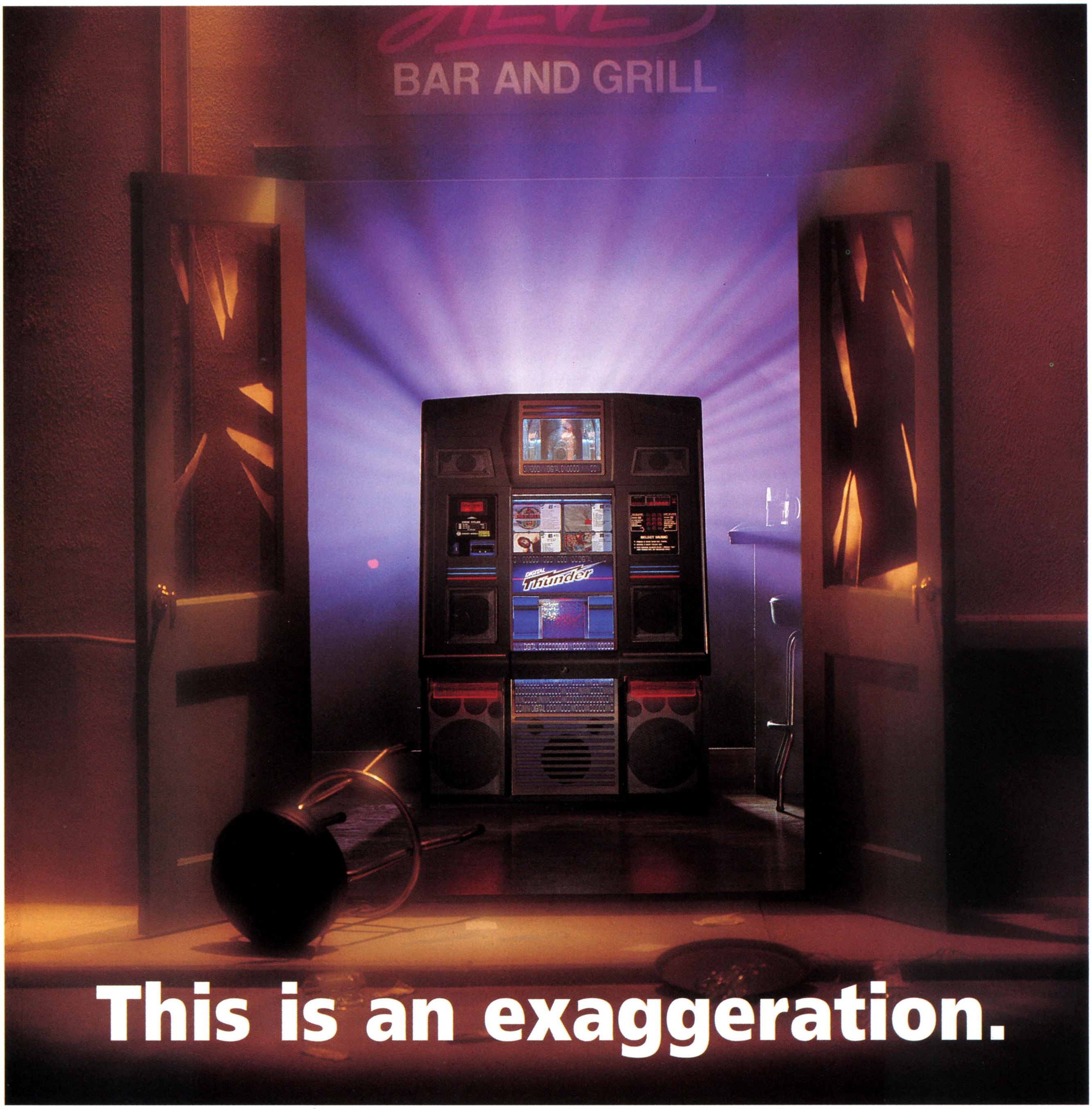
We are aware of the many obstacles we have to overcome with our customers, so we designed our program to erase all doubts. We are fully accountable to our customers through a sophisticated accounting system. We have performance cancellation clauses in our contracts to ensure good, consistent service and plush. We feel we have designed the most attractive and reliable machine in the industry (as operators ourselves we know that downtime is everyone's worst enemy), and we have aligned ourselves with several charities where we contribute a portion of our proceeds.

We are also the only skill crane to be ETL listed and certified by the National Gaming Laboratory as a true game of skill. We have recently solicited accounts that have told us that other skill crane companies are being 'forced to upgrade their equipment and plush to compete with Mission's program.'

We know we are doing it right. We designed our program so that the only work for our customers is to cash their commission checks. And that's the kind of work nobody minds doing!

Again, it's great to read about the crane industry, especially in the positive way you portrayed it. ▲

Glenn A. Kassel
Mission Crane Service Inc.
Anaheim, Calif.



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Williams to restructure and downsize company divisions

The board of directors at WMS Industries in Chicago has approved restructuring initiatives intended to reduce regulatory burdens and risks, enhance shareholder value by enabling investors to examine three distinct areas of the company's operations, and reduce expenses of the company's pinball business.

As part of its plan, the board approved a spin-off of 100 percent of WMS' Puerto Rico-based hotel, casino, and management business to the company stockholders. It also gave approval to an initial public offering of 15 percent of the company's coin-op video arcade and home video business and the downsizing of WMS' pinball game division.

In connection with these actions, the company recorded one-time restructuring and other charges, resulting in a loss for its fourth quarter which ended June 30.

The initial public offering of the coin-op and home video game business is expected to be completed by the fall. This offering will be made only by means of a prospectus, and details of the capitalization, use of proceeds, and other information will be provided when the registration statement is filed.

In recognizing the softness of the worldwide pinball market, WMS' board has authorized immediate cost reductions intended to reduce the impact this business has on the company's operations while enabling it to redirect financial and personal resources to its growing casino gaming device business.

The proposed spin-off of the hotel/casino assets is subject to the receipt of a ruling from the Internal Revenue Service that the transaction will be tax-free to the company and its stockholders. This spin-off should be completed by early 1997, and the entity resulting will hold: 1) A 95 percent interest in a company owning the Condado Plaza Hotel & Casino in Puerto Rico; 2) A 50 percent interest in a firm owning the El San Juan Hotel & Casino; 3) A 23.3 percent interest in the owner of the El Conquistador Hotel and Casino; and 4) A 62 percent interest in Williams Hospitality Group Inc., the management company for the above hotels and casinos.

If all of the actions authorized by the board are completed, the business formerly comprising WMS Industries would be owned by three publicly-traded firms including a corporation with interests in the hotel, casino, and management company operations; a business which designs, manufactures, markets, and distributes coin-op video arcade games and publishes, licenses, and distributes home video games; and WMS Industries Inc., which designs, manufactures, markets, and distributes casino gaming devices, video lottery terminals, and coin-op pinball games and will own 85 percent of the video game corporation.

Also effective last month, WMS announced that Neil Nicastro assumed the role of sole CEO of WMS Industries; Louis Nicastro, former co-CEO, will remain as chairman of the board and CEO of the Puerto Rico business. Other management and board appointments will be announced as appropriate.

Play-By-Play finalizes acquisition of Ace Novelty

San Antonio-based Play-By-Play Toys & Novelties recently completed the announced acquisition of Ace Novelty Co. in Bellevue, Wash. The move was partially financed by a new $65 million credit facility with Chemical Bank as agent and Heller Financial and Texas Commerce Bank as loan participants.

Play-By-Play acquired substantially all of the operating assets, business operations, and facilities including four warehouse distribution centers in Bellevue, Los Angeles, Chicago, and Burnaby, British Columbia in Canada for approximately $46 million in cash, debt, and the assumption of certain liabilities.

"We are pleased to bring this deal to fruition and in doing so, increase Play-By-Play's marketing position within the amusement industry and maximize shareholder value," said board chairman and CEO Arturo Torres.

In connection with the acquisition of Ace, Play-By-Play secured the domestic entertainment licenses including Warner Bros.' Looney Tunes license for the amusement market, Warner Bros.' Space Jam animated/live action motion picture starring Michael Jordan and Looney Tunes characters, and Warner Bros.' Looney Tunes license for the retail market.

"The Ace acquisition complements our current business," said Mark Gawlik, president and chief operating officer. "Not only did we acquire several highly valued licenses, but this transaction takes us to a new level in the family entertainment business."

According to the company, the new credit facility provides partial funding for its acquisition of Ace as well as working capital financing. It consists of a $53 million revolving line of credit and a $12 million acquisition term loan. The revolving line of credit extends for two years following the closing date and provides for short-term borrowings including a sublimit of $15 million for the issuance of letters of credit; the term loan calls for a maximum term of five years.

Play-By-Play designs, develops, markets, and distributes stuffed toys and its PlayFaces line of sculpted toys based upon its licenses for popular children's entertainment characters and corporate trademarks, as well as non-licensed stuffed toys. The company also markets and distributes a broad line of novelty items.

Atari plant moves to Williams facility

Manufacturing operations at Atari have been moved to parent company Williams Bally/Midway's facility in Chicago as part of a consolidation of video game operations. The transition took place last month.

While some administrative duties will also be handled in Chicago, the sales and marketing staff at Atari will remain as a separate entity in Milpitas, Calif. They will handle both domestic and overseas markets.

"We will have a core of customer service here as well, but parts shipment will go out of Chicago," explained Atari's vice president of marketing Mary Fujihara. "Williams is going to enable us to do a lot more in a lot leaner way."

In terms of promotions and trade show participation, Fujihara said there would also be some coordination between the two staffs.

No decision has been made on the manufacturing facility in Tipperary, Ireland, which continues to produce games and pursue some contract manufacturing.

According to Fujihara, the unfortunate layoffs of approximately 50 employees has been offset by an availability of high-tech jobs in the area, both in and outside of the coin-op industry.

Web Watch

☛ John Nelson at Astro Distributing in Rock Island, Ill., has a new Web address. Look for the company at (http://www.AstroGame.com).

☛ Electronic Mutoscope, which serves as a used equipment clearinghouse, is located at (http://www.mutoscope.com).

Incredible Technologies tees up online tourney

Incredible Technologies launched its International Tournament System earlier this summer with the Uncle Sam Slam, played on the company's *Peter Jacobsen's Golden Tee 3D Golf* via modem.

Players competed during late June and early July for prize money totaling $11,000 during the two-and-a-half-week tournament. The first place finisher won $1,500, and every location topper earned $30.

"I believe this is the best thing to happen for the street operator in the last 10 years," said Bill Cravens of Bulldog Amusements, which is handling sales for Incredible Technologies.

During six months of testing in the Chicago area, tournament games reportedly averaged over $340 per week, and that is expected to rise with larger purses.

The 20th National Nightclub and Bar Expo will be held Aug. 12-14 in Orlando, Fla.

Nightclub and Bar Expo set for this month

The 20th National Nightclub and Bar Expo will be held Aug. 12-14 at the Orange County Convention Center in Orlando, Fla.

As the largest trade show in the United States targeting the on-premise market, the show offers a packed exhibit hall displaying the latest liquor, lighting and sound, coin-op equipment, promotional materials, and food products and services.

Three days of seminars and panels also provide DJs, owners, operators, and bartenders with new ideas to help increase profits. "We expect over 3,000 industry professionals representing every nightclub and bar venue to participate," said show producer Ed Meek.

Attendees who pre-register can attend the full program of all exhibits, events, and seminars for $275. Admission to the exhibit hall and events only is $40. For more information, call (601)236-5510; fax (601)236-5541.

Laser Storm and Namco enter strategic alliance

Laser Storm Inc. of Denver, Colo., and Namco Cybertainment of Bensenville, Ill., have signed a letter of understanding for Laser Storm to operate its themed laser games at specific Namco family entertainment centers.

Namco currently operates more than 500 venues in the United States, and 14 locations were under review as possible Laser Storm development sites. The companies plan to expand beyond the initial site list to additional locations in the future.

"Laser Storm is thrilled to be teaming up with one of the leaders in family entertainment," said the company's CEO Bob Cooney. "Namco not only leads the nation in arcade operations, it leads the world in video game research and development. Strategic alliances like this one are in keeping with Laser Storm's corporate plans."

Laser Storm's *Stargate* themed laser tag game was the first to open in Namco's Time Out on the Court location in Cincinnati, Ohio's Forest Fair Mall last month. The new *Stargate* attraction is based on the motion picture and features a 3,000-square-foot arena which is themed in keeping with the film. Inside the arena players are transported to the planet Abydos where they must battle the evil ruler Ra and his daunting attendant Anubis in order to victoriously return to Earth.

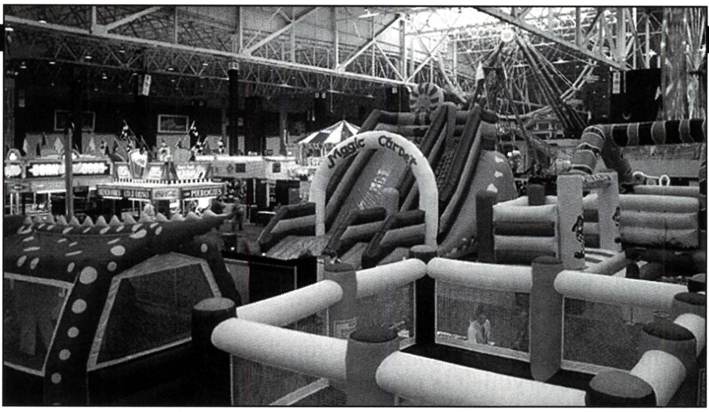
"Laser Storm's games are the most creative ones we've seen," said Dave Bishop, senior vice president of operations for Namco Cybertainment. "Their new *Stargate* game is a blockbuster. We feel that by adding Laser Storm to our facilities, it will help us attract a broader range of customers, add to our party business, and make the whole facility more profitable."

Laser Storm also closed its initial public offering recently, generating gross proceeds of $5,980,000 on 1,495 units at $4 per share. The stock is currently trading on the NASDAQ Small-Cap market under the symbol LAZR.

The capital will be used primarily to finance the company's retail operations goals, fund research and development of new technologies, and provide working capital for general operations.

"We have a very ambitious schedule of company goals, and the capital we realized from the offering will bolster our competitive stance in the marketplace," said Cooney.

Laser Storm intends to increase the number of facilities in which it will have an ownership interest. A portion of the offering has been allocated to the opening of new game facilities which will be owned and operated by the company or in which the company will participate under revenue sharing agreements. To date, Laser Storm's games are in more than 150 locations around the world.



The National Independent Concessionaires Association has pledged its support to the 1996 Amusement Industry Expo, scheduled for Oct. 29-31 in Cleveland.

NICA lends support to Amusement Industry Expo

The National Independent Concessionaires Association has pledged its support to the 1996 Amusement Industry Expo, Oct. 29-31, at the I-X Center in Cleveland.

Linda Comer, NICA assistant executive director, said members of that association will benefit greatly by attending the event. "Concessionaires will have the opportunity to examine all type of new equipment," she said. "The NICA members who visited AIE last year reported they liked the idea of ordering new equipment in the fall so that it could be ready for delivery before the spring season."

During the show, NICA will present a Department of Transportation informational seminar about alcohol and drug testing and hold a regional members meeting featuring motivational speaker Roy Standerwick. A registration fee of $60 for members and $75 for non-members will be charged for the seminar.

AIE hours are 11 a.m.-7 p.m. on Oct. 29-30 and 11 a.m.-3 p.m. on Oct. 31. A three-day admission badge is $20. For additional information, call (216)265-2619 or (800)897-3942.

Thousands of rats hit the ice for Stanley Cup

Oriental Trading Co. of Omaha, Neb., reports that more than 20,0000 squeaky vinyl rats were sold in one day to crazed Florida Panthers hockey fans in anticipation of the team's Stanley Cup play-off series with the Colorado Avalanche.

"Florida Panthers fans apparently have a tradition of throwing these rats out to the ice every time a goal is scored," explained Mike O'Malley, account representative for commercial sales.

Apparently it all began when a hockey player killed a rat before a game, and the Panthers won. Now it's considered good luck to throw rats, and this has in turn brought good fortune to Oriental Trading.

"Our phones rang off the hook with calls from retailers in Florida demanding the product," said O'Malley, who also acted as a spokesperson for Oriental in interviews with Florida media outlets.

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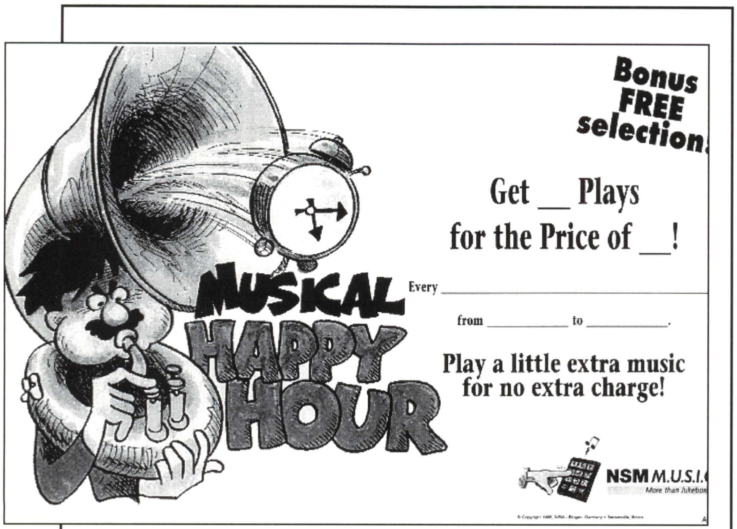


NSM's Attention Getter kits are now available.

NSM introduces attention getters

As part of an effort to provide operators with different tools to help successfully market music within the location, NSM recently introduced its Attention-Getter kit designed to help draw interest and attention to the jukebox.

The kit contains three different placards, each of which offers different opportunities. They include an announcement of new music added to the jukebox; a special Musical Happy Hour pricing promotion; and a special bonus selection offer with $5 play. Each of the concepts is easy to implement with complete instructions on the back of the placard, which affixes to any NSM model.

"We've been working hard over the past few years to help the NSM operator's business run smoothly," said NSM senior vice president John Margold. "These efforts have included new, attractive jukebox models, improved service and support, and increased marketing and promotional support.

"We believe the Attention-Getter concept, with its different promotional elements, is another tool which the NSM operators can offer their locations. While one idea may work better in some locations than others, the fact that the NSM operator has these tools available to their locations makes them more attractive as a business partner."

The kits are currently available. For more information, contact NSM-America, (708)860-5100; fax (708)860-5144.

Plans are set for Leisurexpo '97

Plans are already in the works for the Sixth Annual Leisurexpo being held Jan. 16-18, at the Orange County Convention Center in Orlando, Fla.

The show will open its doors to buyers from miniature golf courses, go-kart tracks, arcades, tourist attractions, and family fun centers for the sixth consecutive year.

During the past six years the show has grown from 1,700 attendees and 114 exhibitors to 5,100 attendees and 501 exhibiting companies, according to organizers.

Leisurexpo registration statistics indicate that last year's show saw 500 attendees from the arcade and vending amusement operating community and 1,203 from go-kart, miniature golf, driving and batting range, and fun center facilities.

Of those attendees, 48.6 percent came looking for coin-op and other amusement games; 25.4 percent sought food service products.

All Leisurexpo attendees are invited to take advantage of a wide range of practical business-building seminars covering everything from go-kart maintenance to personnel management to marketing strategies.

For more information about attending or exhibiting, contact Leisurexpo '97, 920 Honeysuckle Lane, Wynnewood, PA 19096; (305)448-7976.

Entries being accepted for IAAPA annual awards

The International Association of Amusement Parks and Attractions is accepting awards for its annual Red Hot and Gold Awards, Brass Ring Awards, and Golden Wave Awards. Open to members only, these awards competitions recognize excellence in merchandising, marketing, and waterpark operations.

The Annual Red Hot and Gold Award will honor excellence in visual merchandise display. Entries will be evaluated on creativity and originality. The deadline for entries is Sept. 2.

The Annual Brass Ring Awards will honor excellence in marketing and advertising. Awards will be presented in media kits, brochures, print advertisements, outdoor or point-of-purchase signage, television commercials, radio commercials, and sales presentation videos. The deadline is Sept. 6.

The Annual Golden Wave Awards recognize excellence in waterpark operations and are presented for Best New Attraction, Best In-Park Revenue Generating Idea, Best New Employee Incentive Program, and Best New Promotion Generating 1,000 or More in Attendance. The deadline is Oct. 1. To receive entry forms, contact IAAPA, (703)836-4800.

Gaming legislators convene in Denver

More than 130 state legislators, gaming regulatory officials, and industry representatives participated in the summer seminar and meeting of the National Council of Legislators from Gaming States at the Hyatt Regency Tech Center in Denver, Colo.

Representative from 33 states attended the meeting, including 23 legislators from 16 states plus an additional 13 legislative staff and 25 regulators from 14 states.

Florida Rep. Steve Geller (D-Ft. Lauderdale), who chaired the steering committee, said discussions among legislators and other state officials at the meeting pointed to the need for state policymakers to meet on a regular basis.

"The discussion in Denver pointed out several specific gaming issues which could come to the floor in state legislatures in 1997," Geller added.

Among them are issues related to: the proliferation of lottery games and video lottery terminals, the need to involve constituents in public policy decisions through referendum and ballot initiatives, questions about casinos at pari-mutuel facilities, Indian gaming and state compacts with Indian nations, regulation of bingo, riverboat gaming competition between states, interactive and Internet wagering, the possibility of addiction to video poker, and a general evaluation of the expansion of gaming.

JCM announces new distributor list

Las Vegas-based bill validator manufacturer JCM recently announced its new group of authorized distributors and service centers for its range of currency handling products including the company's newest product, the World's Bill Acceptor.

JCM has named American Gaming and Electronics with offices in Hammonton, N.J., and Hollywood, Fla., and Coast Gaming Supply in Biloxi, Miss., as the company's newest distributors and authorized service centers for legalized gaming customers in each respective state.

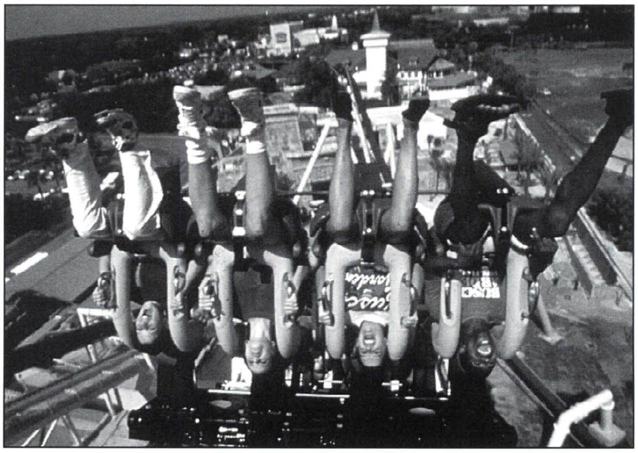
For its Canadian gaming and lottery markets, JCM named Hi-Tech Gaming Ltd., based in Moncton, New Brunswick, as the company's only authorized distributor and service center.

JCM also renewed its distributorship relationship with Tekbilt Inc., based in Huntingdon Valley, Pa., and Leisure Industries, based in Lynbrook, N.Y. Both companies will serve JCM clients in the leisure and amusement industries.

"We're excited about adding these companies to JCM's distribution and service networks," said marketing manager Paige Gamble. "We believe each company will make a positive contribution to the high level of service we offer our clients."

For more information, contact Gamble at (800)683-7248.

A day of celebration for roller coasters


Five major amusement parks, including Busch Gardens, celebrated the Year of Roller Coaster on June 20.

June 20 was the Day of the Roller Coaster, just as surely as 1996 has been named the International Year of the Roller Coaster with fans in California, Pennsylvania, Ohio, Florida, and England all celebrating in unison.

While the U.S. Senate did pass a resolution declaring June 16-22 as National Roller Coaster Week, there was more to the event than diplomacy. It was a celebration of the fact that roller coasters are enjoyed by millions of people, that there is a resurgence of roller coaster projects with 70 being constructed across the globe, and that computers have created safer, faster, more thrilling roller coasters.

"Our worldwide celebration is about the thrills and joy roller coasters have brought people through the years," said Geoffrey Thompson, president of IAAPA, which helped organize the celebration along with the volunteer group American Coaster Enthusiasts. "It's time we recognize that roller coasters are part of our culture, and it's time we celebrate them."

Of the 300 IAAPA member amusement parks in the world with roller coasters, five parks were selected to participate in the Coast to Coast to Coaster Celebration.

Each offered special events and special rides on June 20. The parks included Cedar Point of Sandusky, Ohio; Lakemont Park of Altoona, Pa.; Busch Gardens of Tampa, Fla.; Blackpool Pleasure Beach of Lancashire, England; and Six Flags Magic Mountain of Valencia, Calif.

Kids Village Train Station seeking donated equipment

As the chosen charity of the amusement game industry, Give Kids the World in Kissimmee, Fla., has found itself the recipient of much charity, and its newest undertaking has caught the attention of industry members once again.

In a letter sent to members of IAAPA, Ted Crowell, co-chairman of the new Amberville Station Project, explains that the site will include a 400-foot train ride, a waterway with remote controlled boats, a train station, a terminal with remote controlled model trains, and two full scale boxcars to be used as a movie theater and a game room.

Give Kids the World provides terminally ill children with a free six-day vacation to Walt Disney World, Sea World, Universal Studios, and other central Florida attractions.

The train station will be located at the 35-acre village where the children and their families stay during the visit. Give Kids the World is also the designated charity of AMOA.

To donate equipment or provide assistance, contact Henri Landwirth, 5401 S. Kirkman Road, Suite 300, Orlando, FL 32819; (407)354-0407; fax (407)363-0420.

Vivid experience tours Southeastern museums

The Toronto, Canada,-based Vivid Group has installed its latest Mandala Virtual Reality System at The Natural Science Center of Greensboro in North Carolina, where it will reside for six months of the year.

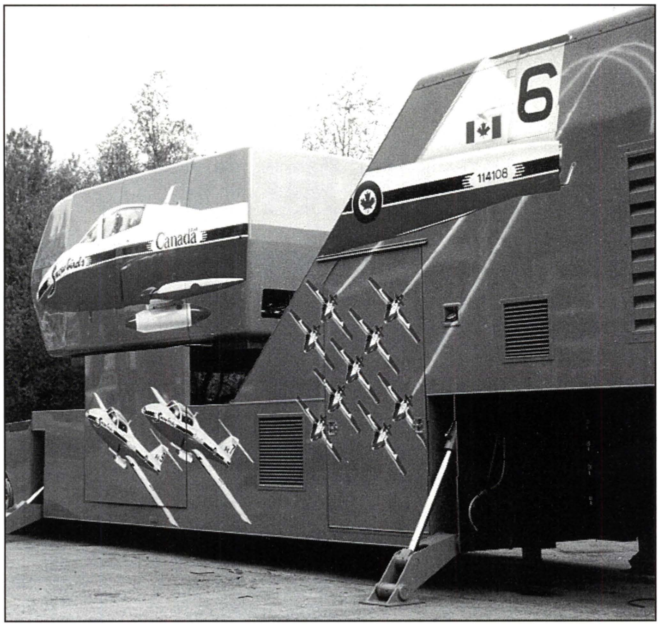
In off months, it will travel to other science centers in the region brining the unencumbered virtual reality experience to many communities around the southeast United States for periods of one to three months.

The unit displays corporate logos of the Greensboro center and its sponsors, which have attained a variety of Vivid Group software including Big Head Racer, Turbo Kourier, Sharkbait, Drums, Bodypainting, Socker, and Hockey.

Vivid's Reality System is an interactive game technology that uses a video camera to put players into a virtual world. They see themselves on television interacting to the simulated world around them.

Other Vivid Group locations include the Basketball Hall of Fame, the Astronaut Hall of Fame, the Denver Museum of Natural History, and the Chicago Museum of Science and Industry.

Thomson simulator duplicates Canadian Snowbird cockpit



The sensation of piloting a Canadian Snowbird in close formation has been captured by Thomson Entertainment.

Over the summer, members of the public have been able to step into the shoes of pilots from the Royal Canadian Air Force's display team, The Snowbirds, as they tour air shows and other events in the United States and Canada.

The sensation of piloting a jet in close formation has been captured by Thomson Entertainment for use on a specially liveried 14-seat mobile Venturer Motionride simulator which will travel with the Snowbirds team around North America.

Using a live film shot from inside a Snowbird cockpit projected onto a point-of-view screen, the dynamic three-axis motion system and sound effects reproduce the feeling of acceleration and G-forces actually experienced by the pilots.

The film, shot by Quadrant Television, was made possible by a 2-1/2" square camera mounted inside the cockpit linked directly to a Betacam-SP recorder, also housed behind the pilot's head.

"Many of us have dreamt of taking the controls of a jet fighter without any expectation of experiencing what it's like," said Richard Pacini of Caledonian Entertainments, which owns and operates the simulator. "This ride is as close as you'll ever get."

Three of Thomson's most popular rides have also been included: Astro Canyon Coaster, Glacier Run, and Smash Factory.

Thomson Entertainment, formerly Thomson Training & Simulation, just recently unveiled its new name and logo to distinguish the company division which makes simulators for the entertainment industry.

"We believed it was important for us to have a distinct identity and name to reflect the business we're in," said general manager Paul Spence. "Our customers range from major theme parks to smaller arcade operators and to some of them, training and simulation didn't appear to have much to do with their business."

Based in the United Kingdom, France, and the United States, the company is a subsidiary of the French Thomson-CSF group, a world leader in advanced technology and electronic-based systems for the aviation and defense markets.

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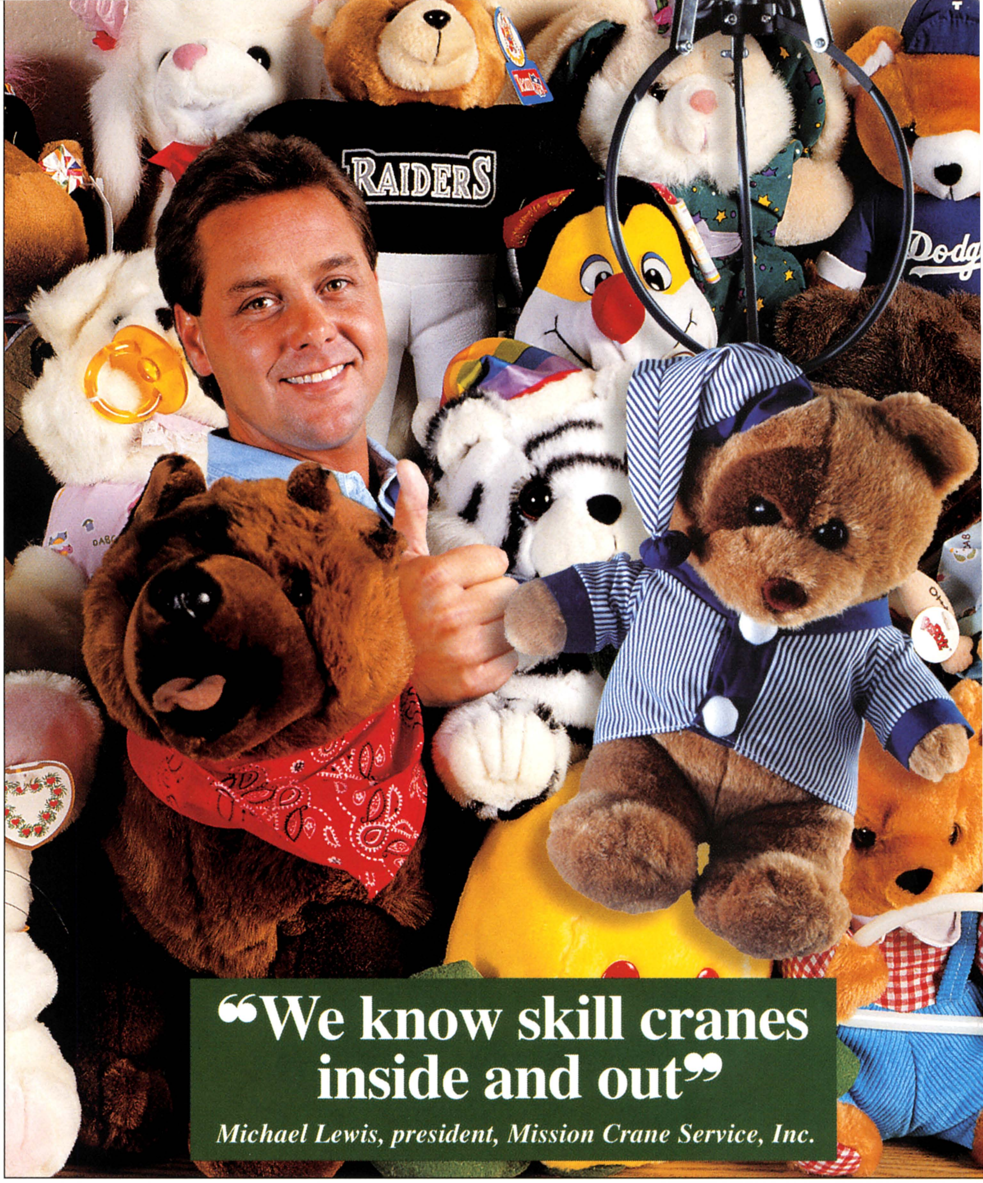

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Michael Lewis, president, Mission Crane Service, Inc.

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White Hutchinson selected to develop The Puzzle Place

Industry members are pitching in to help Give Kids the World with its Amberville Train Station project.

The White Hutchinson Leisure & Learning Group has been selected to produce the prototype children's edutainment center based on the hit PBS preschool television series, "The Puzzle Place." The initial facility is targeted to open in the northwest suburbs of Chicago in Mundelein, Ill., early next year.

As a consultant, designer, and producer of entertainment and learning centers, the company's projects include Wol-Ha in Cancun, Mexico; The Magic Forest in Topeka, Kansas; Dinotropolis in Caracas, Venezuela; and Bamboola, currently under construction in San Jose, Calif.

"The Puzzle Place" is seen daily on public television stations in 96 percent of the country and receives average audience ratings in the top 32 markets that are second among all PBS preschool shows.

The chain of centers will be owned by Lancit Media Productions Ltd.; KCET/Los Angeles, the West Coast flagship public television station; and MCEC Enterprises Inc., a Chicago-based family entertainment center management and investor consortium.

"The Puzzle Place's values of teaching children human values, appreciation and respect for diversity, and problem solving skills is a perfect match for the learning through play that will be the focus of the new centers," said Randy White, CEO of the White Hutchinson Group. "We are excited to be able to work with the owners to produce a new paradigm of quality children's center that offer children rich, diverse, and open-ended opportunities for learning through developmental appropriate play. The Puzzle Place will be in sharp contrast to the early generation children's centers that were based on strictly physical play, rides, or technology."

The first Puzzle Place will include 25,000 square feet of inside space and a 9,000-square-foot outdoor adventure play garden. Indoor activities will include arts and crafts studios, a maze, interactive cooking, live performance, and a Puzzle Place store.

The adventure play garden will be in a landscaped setting and include a diverse variety of nature-based play activities. A featured event that will link the indoor and outdoor spaces is Puzzleville, a child-scaled village for pretend and imaginary play.

United Artists and Q-Zar strike deal

A development agreement between United Artists Theaters and Q-Zar to develop additional laser tag centers at the former's various multiplex centers was recently executed.

The first Q-City site will open in the Mesquite Center in Dallas this month followed by centers in Houston and New Jersey. Geared for the MTV generation, the location measures more than 60,000-square feet.

Q-Zar has also agreed to build a 60,000-square-foot Q-City in the 3.5-million-square-foot landmark Power Mall at Palisades, Rockland County, New York. The first Asian Q-City opens later this year in Japan as well.

News Briefs

☛ The World Waterpark Association is holding its trade show Oct. 19-21 in Ft. Lauderdale, Fla. For more information, contact Patty Miller, (913)599-0300; fax (913)599-0520; (patty@waterparks.com).

☛ The Dynamo 9-Ball National Team Championship will be held Aug. 3-5 at the Riviera Hotel & Casino in Las Vegas, Nev., and will feature 61 teams vying for a $100,000 cash purse.

☛ Over 600 American Darters Association members from across the country will meet in St. Louis, Aug. 8-11, to compete in the fifth annual Bud Light Dart League National Championship at the Renaissance Hotel at the airport.

☛ *The New York Times* reports that Nintendo and Microsoft will work together to deliver data and entertainment, mainly from the Internet, to personal computers by satellite. While the service will only be offered in Japan, it may be expanded to other markets, the paper said.

Skee-Ball Inc. recently completed the installation of 11 midway games at Pacific Park on Santa Monica Pier.

Skee-Ball introduces games at Pacific Park

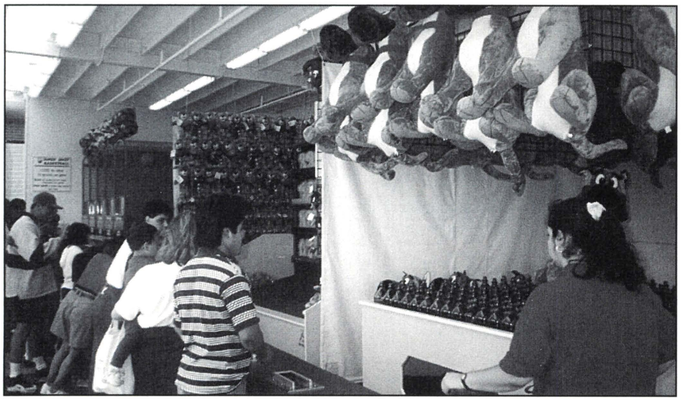
Skee-Ball Inc. recently completed the installation of 11 midway games at Pacific Park on Santa Monica Pier in California.

The games include *Super Shot Basketball, Operation Vortex, Cat Rack, Ring Toss, Pop Gun, Milk Can, Un-Ball, Fishy Fishy, Kiddie Basketball, Goblet,* and a Bob's Space Racers *Vertical Water Game.* All games are equipped with Skee-Ball's dollar bill acceptors.

Skee-Ball's operations manager Jeff Hudson worked with Pacific Park's architect to design a game building to properly house the recommended game selection. Hudson spent a week on location training management on the proper operation of the games including implementation of rules, standard procedures, selection of prizes, and training of game attendants.

The project has reportedly been an outstanding success with revenues far exceeding projections and expectations. Pacific Park owners Richard Olshansky and Jonathan Bloch say they are extremely pleased and are considering expansion of the game's program.

For more information about the games and services available from Skee-Ball, contact Hudson, Skee-Ball Inc., 121 Liberty Lane, Chalfont, PA 18914; (215)997-8900; fax (215)997.



The games have reportedly exceeded revenue projections and expectations.

UNITED STATES DISTRICT COURT
FOR THE SOUTHERN DISTRICT OF FLORIDA
FEDERAL TRADE COMMISSION VS. WORLDWIDE MARKETING &
DISTRIBUTION COMPANY, INC., CASE NO. 95-8422

397 NEW, SHOW MODELS & USED COIN-OPERATED POPCORN VENDING MACHINES

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AUG. 27, 1996
AT 1 PM *E.S.T.*

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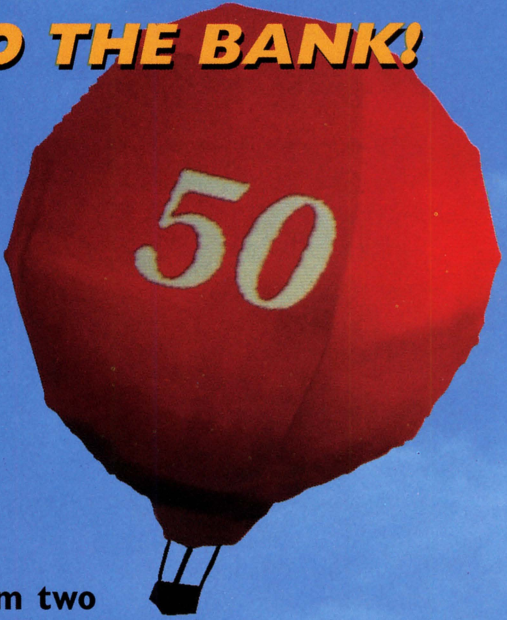
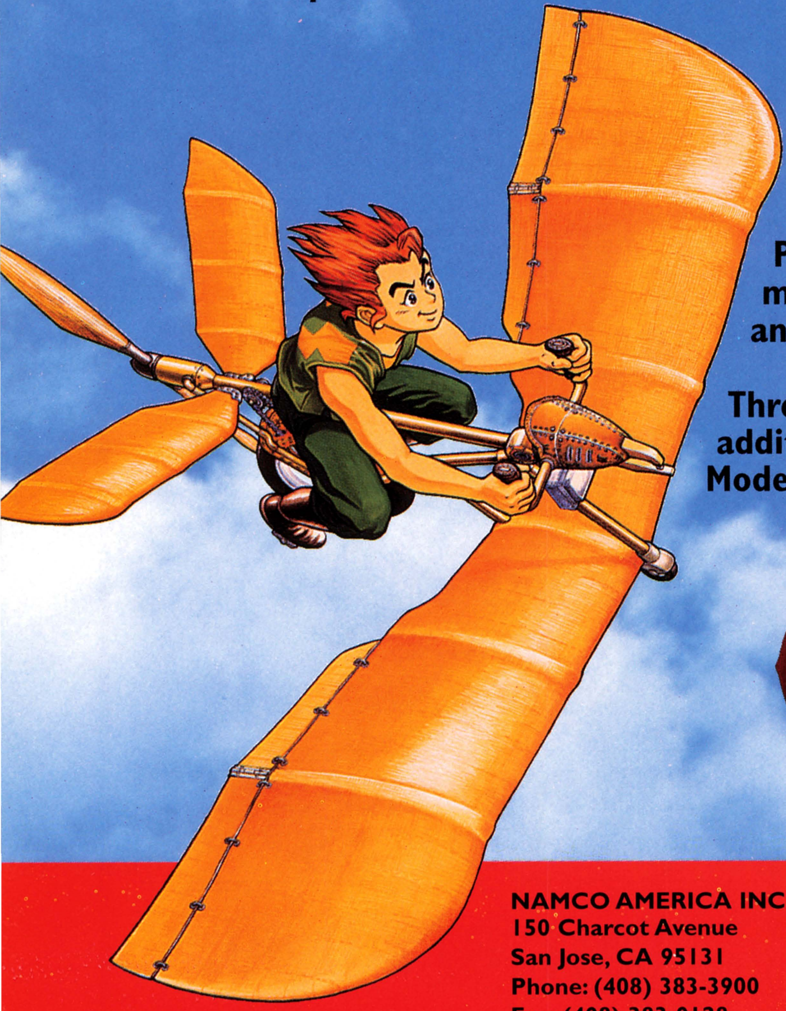


NAMCO's Super System 22
Immerses the player in a virtual reality environment.

Intuitive game play - Pop as many "hot-air" balloons in the time provided.



Pilots select from two modes: Novice (Point Attack) and Advanced (Story).

Three stages in the Novice Mode with an additional "Bonus" stage in the Advanced Mode!

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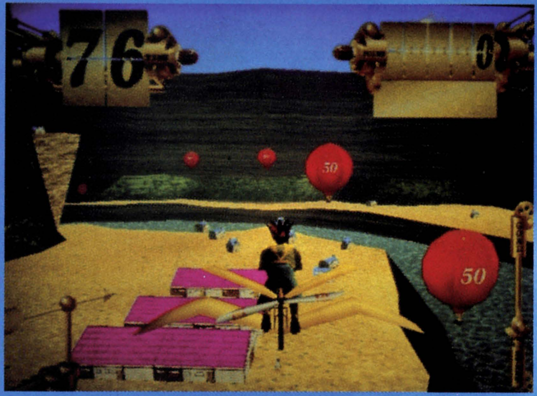
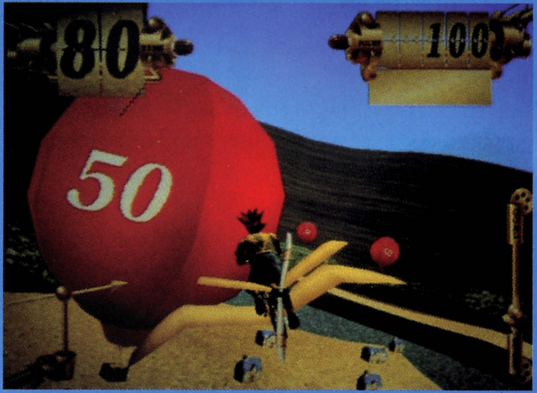
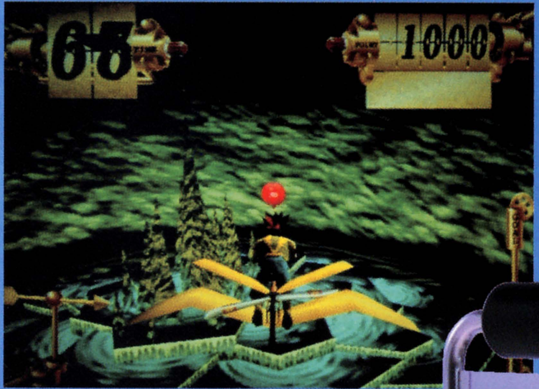
PROP CYCLE is the ultimate flying experience. The bike mechanism offers both rolling and pitching to amplify the overall flying experience. Pilots use pedal power to fly through an aerial obstacle course, bursting balloons to gain points and time. The effects of the wind, gravity, and the weather on the flying bike, combined with the unparalleled 3-D graphics create realism of a virtual reality nature. Players will flock to this game! ***IT'S INCREDIBLE!***



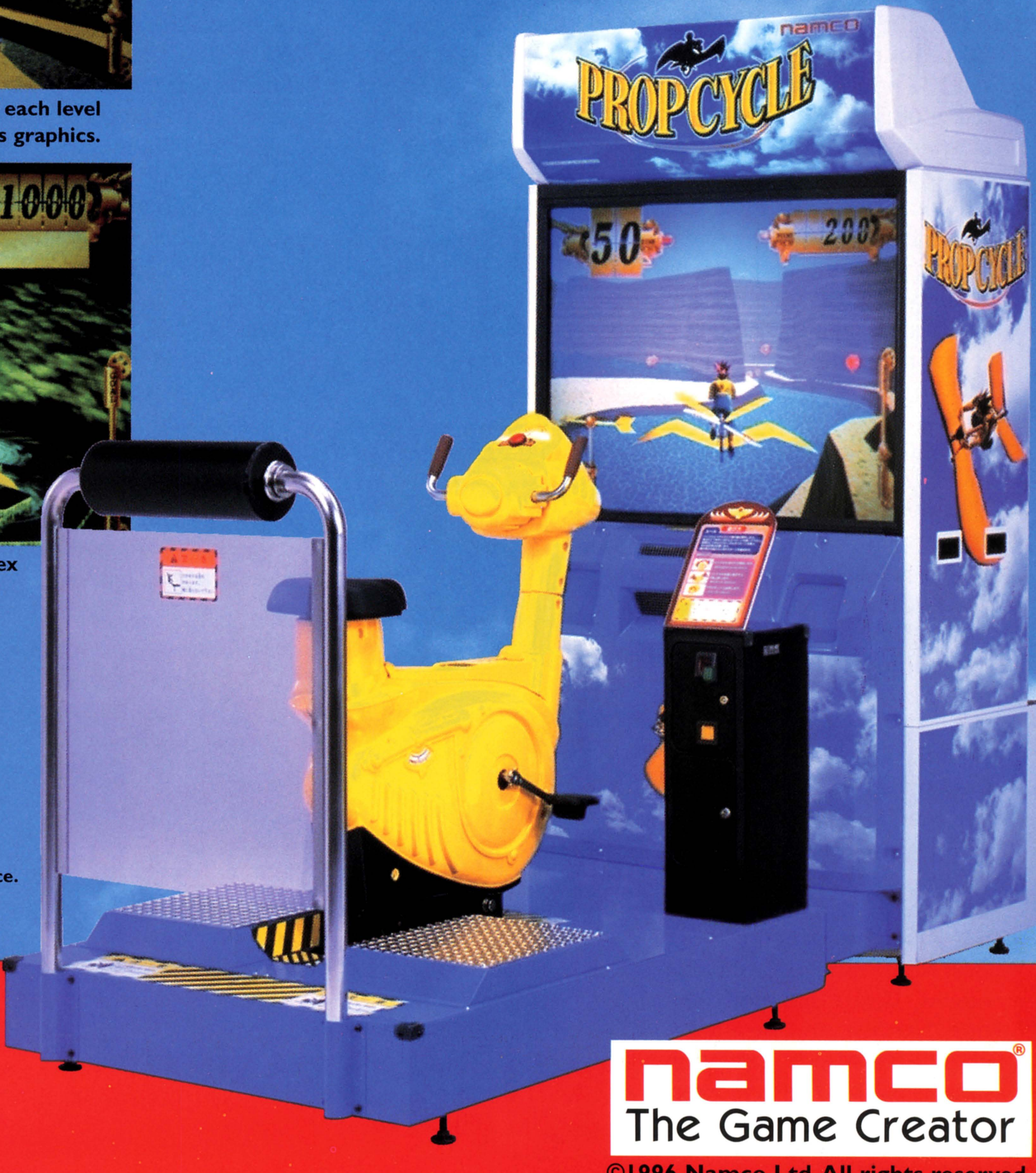
Amateur pilots can glide through the Novice course with little chance of becoming lost.



The unique design and course layout of each level demonstrates the versatility of Namco's graphics.



The advanced courses are more complex and require pilots to maneuver their aircraft with accuracy and at times speed.



Specifications:
Dimensions: 93" x 50" x 106 1/2"
Weight: 1,300 lbs.
Power Consumption: 750 Watts

•All dimensions are in HxWxD format.
Specifications subject to change without notice.

Import Model Shown.

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IAFEC to hold show events and release demographic package

In a pair of recent announcements, the International Association of Family Entertainment Centers informed the amusement industry of a new demographic package to aid in site selection and business planning for FEC facilities as well as two upcoming events at its fall show, the awards ceremony and silent auction.

The nine-page report being put out by Urban Decision Systems will be available for radius rings and drivetimes around any street intersection in the country and feature population, income, age, and housing data. In addition, it includes consumer behavior for leisure activities, dollars spent on entertainment activities, a map of the market area, graphs, and UDS' Executive Summary Report.

The package is available for IAFEC members at a cost of $169; the cost for non-members is $199. UDS is a Blackburn Group company with nearly 25 years experience in the field. "Thousands of retailers across the country have been using our data for their site selection and marketing decisions; we look forward to adding family entertainment centers to this growing list," said UDS executive vice president and chief operating officer Eric Cohen.

Added IAFEC executive director Carole Sjolander: "We know that the most professional FEC managers use this type of data on a regular basis. We are pleased to be able to make this product available to all our members at a discounted price."

For more information, or a sample report, contact UDS at (800)633-9568/WEST or (800)364-4837/EAST.

In a second release, IAFEC announced that it will rename its annual awards presentation given at Fun Expo, calling it the Golden Token Awards. The awards will be presented Oct. 11 during the show, which is taking place at the Sands Convention Center in Las Vegas, Nev., Oct. 9-12.

Facility award categories include Most Creative Promotion, Best Use of Logo, Best Facility Brochure, Best Community Service, Best Advertising Campaign, and two new awards, Best Display of Prizes and Most Creative Birthday Party Package. Suppliers will be recognized for Best New Product/Facility Element, Best Customer Support/Service, and Best Merchandise Display. Exhibitor awards will also be presented for small and large booths.

"We think it's important to showcase excellence in our business," said IAFEC president George McAuliffe. "Not only do the creators of these excellent and innovative programs deserve the recognition, we can all learn from their example."

Deadline for submission is Friday, Aug. 23. IAFEC members can contact Pamela Kaminsky, (914)993-9297; fax (914)993-9219.

Fun Expo will also be the scene of the Third Annual Silent Auction. Chaired for the third year by Gary Warner of Coin Concepts, the event will raise funds to support industry research including the most comprehensive study ever undertaken on FECs and other family-oriented business.

"In the past two years, we have raised more than $50,000 to support groundbreaking research which sheds light on a business that even veterans admit can be somewhat inscrutable," explained Warner. "This year proceeds have funded the first consumer research project that provides detailed information on customers—who they are, why they come, what they want."

Along with Warner, Silent Auction Committee members include Jane Adkins of Take Ten Corp., Sondra Doyle of Oriental Trading Co., Jane Farrell of Astro Putt Inc., John Frank of Pepsi Cola, Karyn Gitler of Discovery Zone, Jeff Kagan of Kagan Amusements, Rorie Keller of Ace/Acme, Hank Mackin of Good Stuff, Dutch McGrath III of Amusement Products LLC, Reggie Moultrie of Skee-Ball Inc., Larry Reid of Omni, Frank Seninsky of Alpha Omega Amusements, George Smith of Namco Cybertainment, and Bill Stone of Fun Tunnel Arcades.

Bally completes merger with Alliance Gaming

Bally Gaming Intl. has announced the completion of its merger with Alliance Gaming Corp. The company will now operate as a wholly owned subsidiary of Alliance.

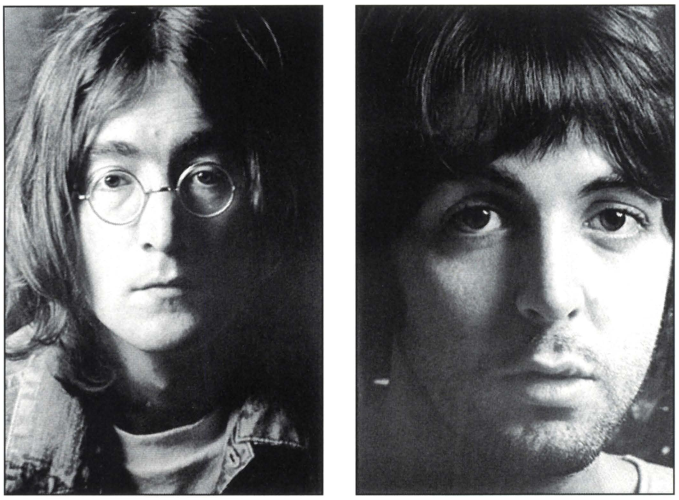
"As our company enters into its 65th year in the coin-op entertainment business, we look forward to combining our technological resources to become an even stronger innovator in the gaming industry,' said Bally president and chief operating officer Hans Kloss.

Bally's merger agreement with Alliance was preceded by a series of talks and announcements of a merger with Chicago-based WMS Industries. However, the deal fell through at the final hour.

With the consummation of this merger, each outstanding share of Bally common stock has been converted into the right to receive approximately $7.84 in cash, .05 shares of Alliance's 15 percent non-voting senior pay-in-kind special stock Series B (having a liquidation value of $100 per share), and .08 shares of Alliance common stock. As a result of the merger and Alliance's previously announced exchange offer and related financings, Alliance has approximately 31.8 million common shares outstanding.

Bally Gaming manufactures gaming and computer-tracking devices for casinos. Alliance Gaming Corp. is a diversified gaming company engaged in designing, manufacturing, and distributing gaming devices and systems and serving as one of the nation's largest gaming machine management operators.

AMOA announces jukebox, game award nominations



Beatles John Lennon and Paul McCartney have been nominated for past and living jukebox legend awards respectively by AMOA.

Two females, the popular Mariah Carey and the brash newcomer Alannis Morissette, are the top 1996 Jukebox award nominees announced recently by AMOA. Other multiple nominees, with two each, were country music's Tim McGraw, rapper Coolio, and pop group Hootie & The Blowfish.

Winners will be announced at AMOA's 1996 Awards Show and Banquet Sept. 27 at AMOA Expo '96 in Dallas. Winners will be named in the game awards category, which were recently announced as well.

Carey received four nominations in three categories—both "Fantasy" and "One Sweet Day" (with Boyz II Men) were nominated for JB Pop Single of the Year and "Daydream" is up for JB Pop CD of the Year and JB R&B CD of the Year. Morrisette received three nominations: "Ironic" for JB Pop Single; "Jagged Little Pill" for JB Pop CD of the Year; and a nod as JB Rising Star in the female category.

Nominated to be inducted into the Jukebox Legends Hall of Fame in the living legends category were Bob Dylan, George Jones, B.B. King, Paul McCartney, and Frank Sinatra. In the legends of the past category the nominees were Bobby Darin, Janis Joplin, John Lennon, Bob Marley, and Jim Morrison.

The 12 jukebox award categories are Jukebox Pop, Country, R&B Singles of the Year; Jukebox Pop, Country, R&B, and Latin CD of the Year; Jukebox Rising Star awards; and two Jukebox Legend inductees (living and past).

Songs and artists are nominated by members of AMOA who own/service approximately half of the nation's estimated 250,000 jukeboxes. In 10 of the 12 categories, nominations are based on highest jukebox earners between June 1995 and June 1996.

The following is a look at AMOA's 1996 game award nominees:

Most Innovative Video Game (dedicated): *Alpine Racer* (Namco), *Area 51* (Atari), *Cruis'n USA* (Midway), *Daytona 500* (Sega), *Time Crisis* (Namco).

Most Innovative Pinball Game: *Apollo 13* (Sega), *Attack From Mars* (Bally), *Mario Andretti* (Premier), *Safe Cracker* (Williams), *Theatre of Magic* (Bally).

Most Innovative Conversion Kit: *Area 51* (Atari), *Bust-A-Move Again* (Taito), *Mortal Kombat III* (Midway), *Soul Edge* (Namco), *Tekken 2* (Namco).

Most Innovative New Technology: *Alpine Racer* (Namco), *Golden Tee 3D Golf Online Tournament System* (Incredible Technologies), *Rock-Ola Sybersonics* (Rock-Ola), *Valley IQ Darts*.

Most Played Redemption Skill Game: *Full Court Frenzy* (ICE), *Hoop It Up* (Atari), *Skee-Ball* (Skee-Ball), *Smartball* (Smart Industries), *Spider Stompin* (Jaleco).

Most Played Prize Dispensing Game: *Candy Crane* (Smart Industries), *Clean Sweep* (Smart Industries), *Flip-N-Win* (Planet Earth), *Jumbo Big Choice Crane* (Fun Merchants), *Rage in the Cage* (Fun Merchants).

Most Played Fast Action Redemption Game: *Colorama* (Bromley), *Cyclone* (ICE), *Rock-N-Bowl* (Bromley), *Smokin' Token* (Seidel), *Wheel-Em-In* (Bromley).

Most Innovative Dart Game: *Galaxy* (Arachnid), *IQ Darts* (Valley), *Scorpion 9000* (Merit), *Spectrum* (Medalist).

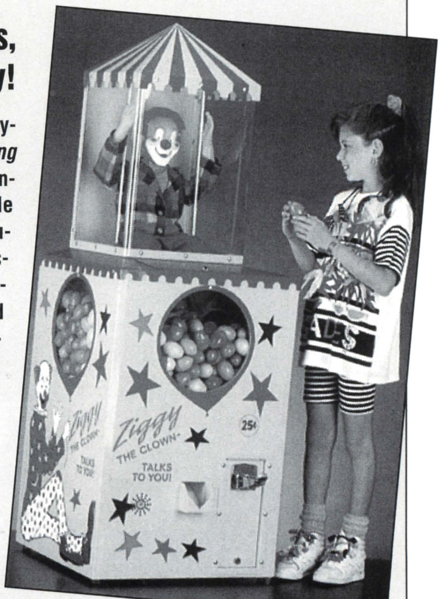
Most Played Pool Table: Dynamo's *Top Brass,* Great American Billiards *Pool Table*, Valley's *Cougar*.

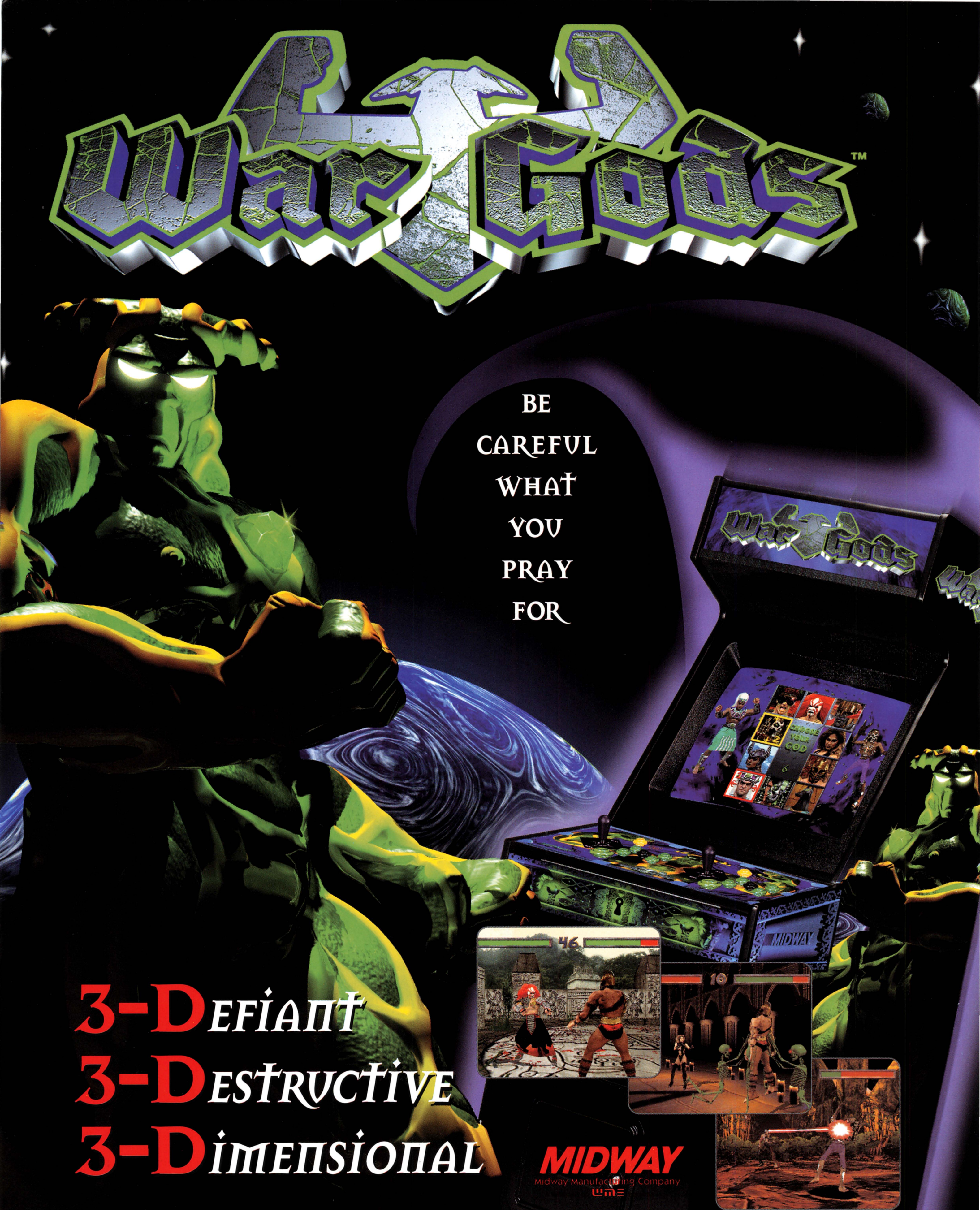
Most Innovative Jukebox: *Performer Grand* (NSM), *Convertible Rocket* (Rock-Ola), *LaserStar* (Rowe), *Elvis* (Wurlitzer).

Most Popular Other Game: Dynamo's Air Hockey, Dynamo's Foosball, Game Time's Shuffleboard, Tornado's Air Hockey, Tornado's Foosball. ▲

Oops, not that Ziggy!

An earlier version of Mayoni's *Ziggy the Talking Clown* was inadvertently included as part of our profile on the novelty game manufacturer in last month's issue. The current incarnation of the game (pictured here) features a more upbeat clown character and redesigned cabinet.

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White joins Continental

Mick White has been named director of international sales at Continental Productions Intl., the company that originated and produced the BCA Intl. Trade Expo for 13 years.

Mick White

White has 12 years of industry experience, most recently with Tornado Table Sports. Continental, which is headquartered in San Diego, Calif., will maintain an office in Ft. Worth, Texas.

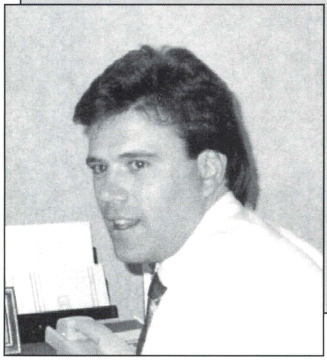
Frank Zdy, president of Continental, commented, "Mick will play a vital role in the new early-buy show we are producing for the billiard and entertainment products industry." Dubbed the BEPE show, it will be held at the Tarrant County Convention Center in Ft. Worth May 1-3, 1997.

White can be reached at Continental's Ft. Worth office, (817)263-8090; fax (817) 263-8133.

Whitehead joins Micro

Bob Whitehead, a well-known figure in the industry, has joined the staff of Micro Mfg. as vice president of sales and marketing.

Most recently Whitehead was the vice president of marketing and sales for G.L. Technology. He has held various sales executive positions with a number of other companies, including Merit Industries and New Image Technologies.


Bob Whitehead

NAMA selects Larson

The National Automatic Merchandising Association has selected Sandra Larson to be its Western manager and counsel. She replaces Joan Bentler, who is attending graduate school with the goal of a career in education.

Before joining the staff of NAMA, Larson was a deputy trial counsel for the state bar of California in Los Angeles. Prior to that post she was an attorney with a Los Angeles law firm. She will be located in the association's Encino, Calif., office.

Sandra Larson

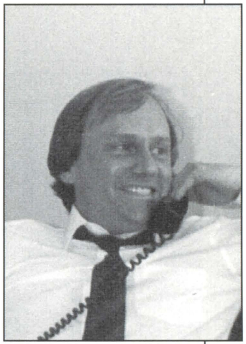
Five staff changes at Capcom Coin-Op

Several changes have been announced at Capcom Coin-Op Inc., based in Arlington Heights, Ill.

Appointments include Mr. Minoru Sasatani as president; Steve Blattspieler as vice president of sales and marketing; Mr. Takashi Kubozono as director of engineering; and Anita Platacis as sales administrator.

In addition, Rene Lopez is no longer vice president of the company. Capcom officials extend their thanks to Lopez for his years of dedication and wish him luck in future endeavors.

Mr. Ryuichi Hirata, who assumed the reigns of Capcom Coin-Op after the departure of former president Michael Stroll, will now return his full attention to his duties as president of Capcom USA, which is based in California.


Steve Blattspieler

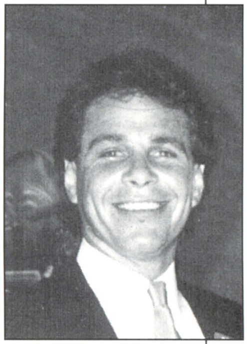
Mr. Sasatani has over 20 years of experience in the industry. Since 1990 he has served as director of overseas divisions at Capcom Co. Ltd in Japan. Mr. Kubozono has been with Capcom over 10 years and most recently served as director of video and special projects for Capcom Coin-Op.

Blattspieler brings 20 years of experience to his post. He has held several executive sales positions with other pinball and video game manufacturers over the years. In 1993-94 he was general manager of coin-op for Capcom USA in the company's Sunnyvale, Calif., office.

Anita Platacis

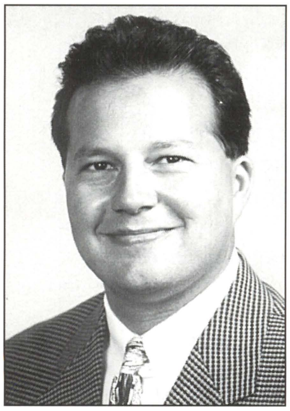
Sasatani stated, "With the appointment of Steve as vice president of sales and marketing, as well as the recent addition of Drew Maniscalco and Satinder Bhutani, we have greatly strengthened our sales team. We are investing time, effort, manpower, and money into the future of Capcom and look forward to continuing to influence and impact the worldwide coin-op-market."

Regarding Platacis' promotion, director of operations Ron Malinowski said, "Anita has done an excellent job for us in the last year and half. In her new role, we are sure she will strengthen the lines of communication between Capcom and our vitally important distribution network."


Rene Lopez

Valley appoints Running

Valley Recreation Products has appointed Kent Running as sales representative for the Midwest. He will be responsible for all sales activities for Valley's full line.


Kent Running

Running will be based at Valley's Bay City, Mich., headquarters. He replaces Jim Hall, who moved into international sales.

Valley vice president Doug Blair commented, "We are pleased to welcome Kent to Valley, and to add someone with his capabilities to our sales staff. We are confident that he will be very important in our continuing future growth."

Running has a proven background in new business development and customer service and support.

G.L. Technology taps Greene

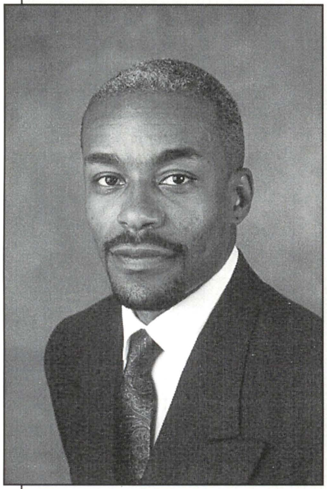
G.L. Technology, maker of the successful *Putting Challenge II* game, has named L.J. Greene to be its vice president of marketing and sales.

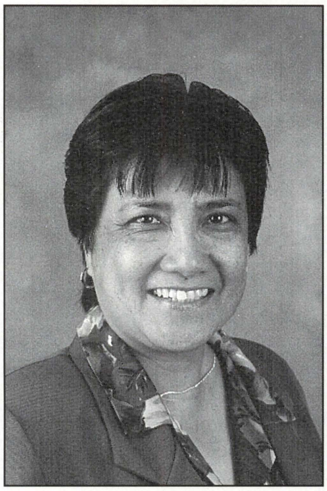
Greene recently headed her own consulting company in the Chicago area that specialized in product licensing, promotions, sales programs, tournaments, video presentations, and trend analysis. Her marketing and sales background includes stints at Premier Technology and Williams Bally/Midway.

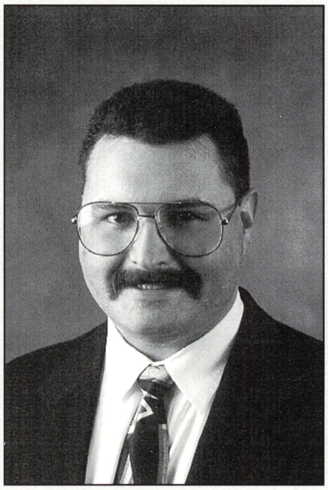
Greene will be based in the G.L. Technology office in Rolling Meadows, Ill.

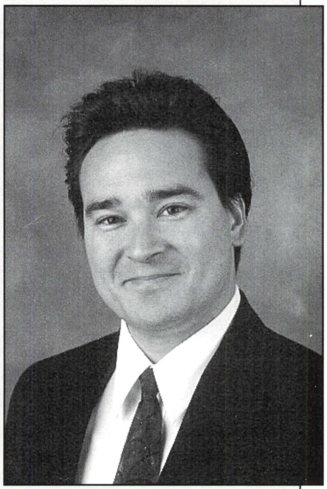
L. J. Greene

Asahi Seiko grows by four


Lawrence Brown


Janet Jaffe


Michael Jelinek


William King

Coin handling equipment manufacturer Asahi Seiko, which recently moved into new headquarters in Las Vegas, Nev., has added to its staff in the sales, marketing, and engineering divisions.

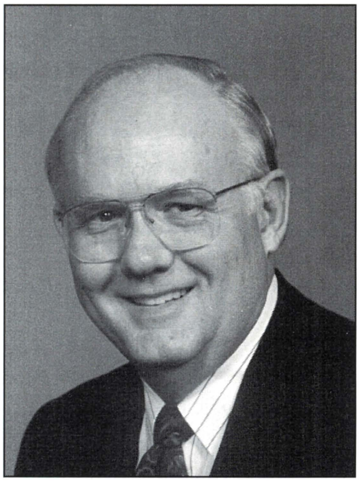
Lawrence Brown will represent the company's products to the gaming community. His responsibilities include OEM as well as casinos and distributors in North, South, and Central America. Brown has a strong background in sales, electronics, and gaming.

Janet Jaffe is a new sales representative for the vending market. She has a technical background as well as experience in sales.

Michael Jelinek is a sales representative for the amusement industry. In addition, he will assist in the overall marketing of the company's products in the gaming, vending, amusement, banking, and transportation industries. He was previously an advertising representative and marketing director.

William King joins the engineering division. He will be responsible for integrating control board designs with coin handling mechanisms and accommodating any related customer specifications. His area of expertise is the research and development of electronic control mechanisms.

Marsha Erdmann



Steven Terry

Allied Vending adds Erdmann and Terry

Allied Vending co. of Irving, Texas, has added Marsha Erdmann and Steven Terry to the company's team.

Erdmann is the new operations manager. She will work closely with Kevin Bourn, director of operations for Allied. Prior to joining Allied she was director of marketing for Coin ConneXion.

Terry has taken the post of financial manager and will oversee the financial management of the company's multistate vending operation. His background includes a management position with Hughes Tool Co. and 10 years as controller of Master Sales.

Allied is a supplier of amusement and vending services to major retail locations, grocery chains, malls, and family entertainment centers in a 23-state area.

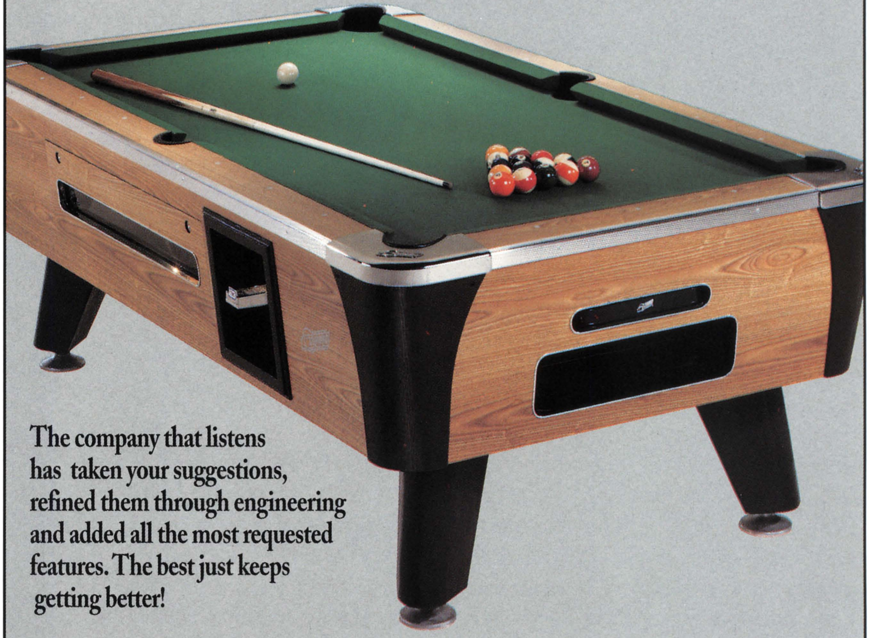
Heads Up names Allen

Heads Up Technologies Inc. has named Ron Allen as vice president of sales and marketing for LaserTrek, the Heads Up action-filled real-time laser tag game.

Allen brings over 15 years of marketing expertise in the restaurant, hospitality, and cable TV industries to his new post. He was formerly with a consulting firm and served as vice president of sales for a national restaurant chain.

Said Heads Up president Rob Harshaw: "LaserTrek has been a tremendous success with locations worldwide and we look to Ron to accelerate its growth." Heads Up currently lists among its customers Ripley's Believe It or Not! Thailand, MCA/Universal Studios, and Nickels and Dimes Inc. ▲

This Dynamo Pool Table Has Ears
...And So Do We!



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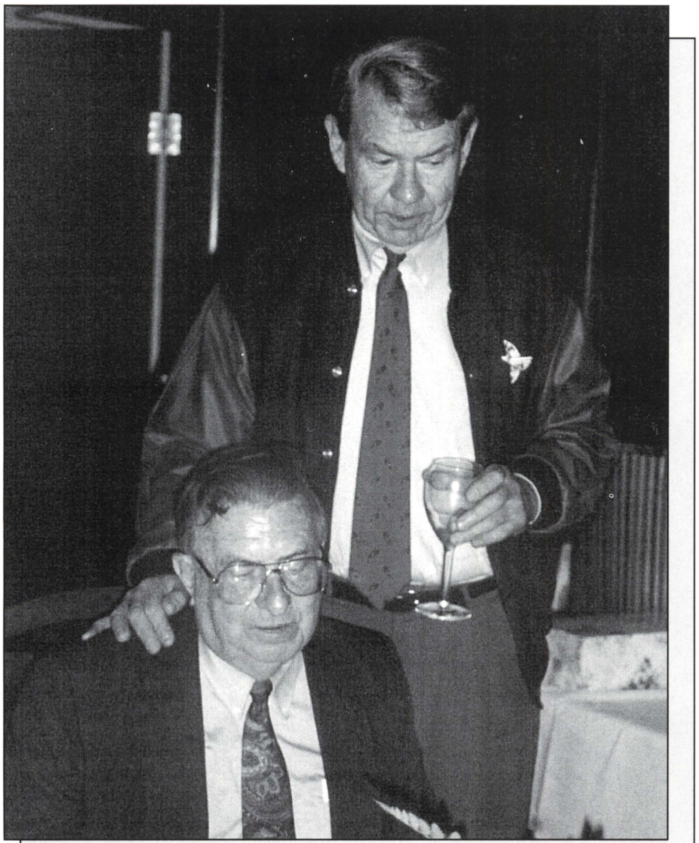
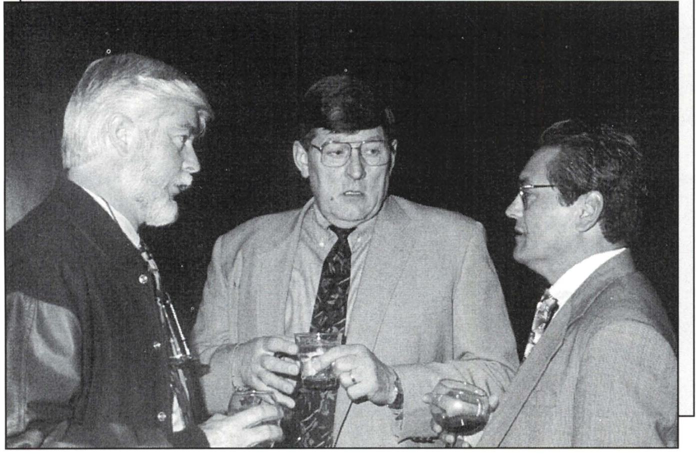
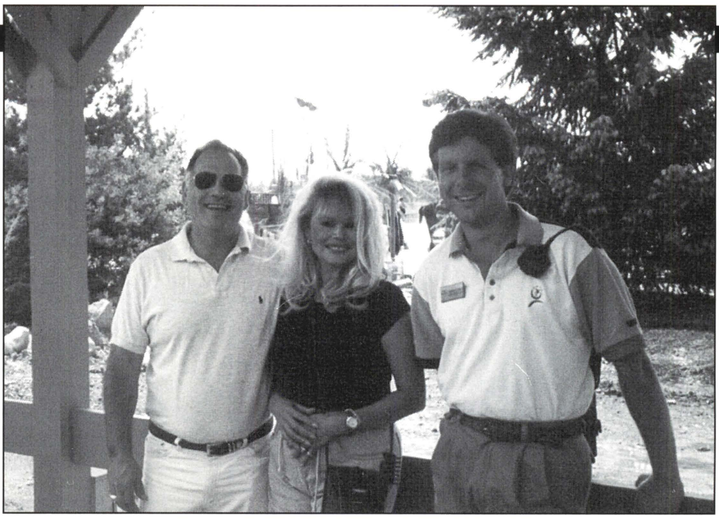
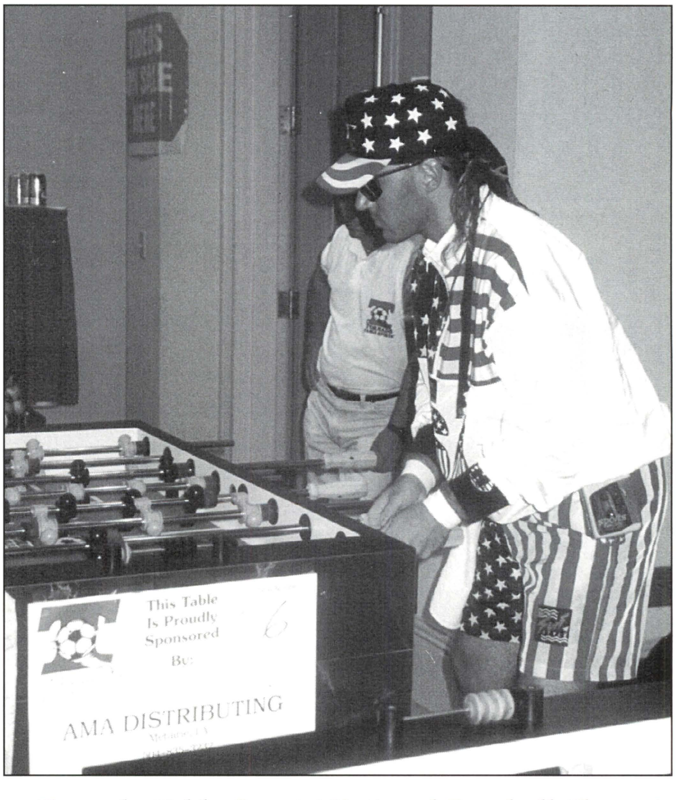


Frank Schulz retired? Say it isn't so! Schulz became a household world in jukebox circles during his 47 years in the business (he started with Rock-Ola in 1949). Antique Apparatus/Rock-Ola Mfg. Co. staff members bid a fond farewell to industry veteran Schulz at a retirement party in his honor at the end of May. Friends and longtime associates toasted Frank at the company's Rosemont, Ill., facility. Top: Jim Sullivan (standing) reminisces with Frank; bottom, (l-r): Glenn Streeter of Antique Apparatus/Rock-Ola, Rus Strahan of Bally Gaming, and Ed Velasquez of Velasquez Automatic Music salute Frank. Frank appeared on Play Meter's February cover earlier this year with Streeter and Sullivan and the new *Convertible Rocket.* Even though he is officially retired, Frank has promised to be at the company's booth for AMOA Expo ‘96 in Dallas.



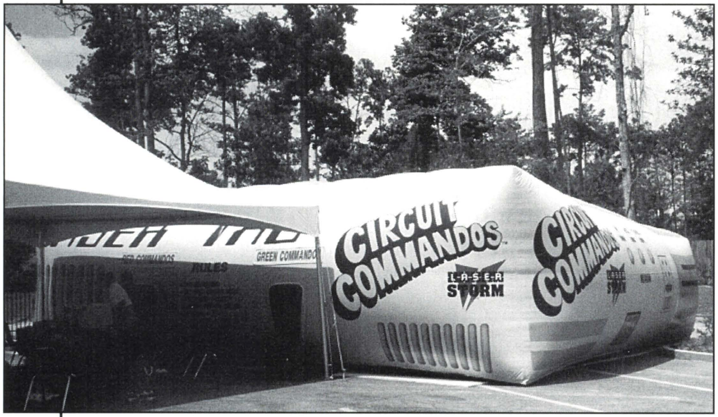


The Millennium Group is installing remote-controlled Spanish galleons at the Wyandot Lake Resort. Pictured are, (l-r): Richard DeVuono of Millennium and Maria Bodon and Trevor Leonard of Wyandot Lake. Said Leonard: “We are very excited about putting remote boats back into our operations. We particularly like the idea of not having to remove them from the water to recharge the batteries. Galleons blend in so well with our water attraction.”



Tornado Table Sports' National Foosball Championships, which took place over the Fourth of July holiday in Metairie, La., drew a record crowd of accomplished competitors. Player Don Swan (pictured) really showed spirit in his Independence Day garb as he competed on a table supplied by AMA Distributing. Look for more photos of the event and a wrap-up of the final results next month. This is the last year for the Tornado Foosball League; the name changes to the Valley Foosball League following the merger of Valley and Tornado.

It was a thumbs up endorsement after distributors toured the Smart Industries headquarters in Des Moines, Iowa, to view the company's complete product line. From left: Gordon Smart of Smart; John Coble of Sunbelt Amusement and Vending of Irving, Texas; Pete Walton of Smart; and Tom Gould of Allied Vending Co. of Corsicana, Texas. Said Gould, president of Allied: "We are always proud of Smart equipment and are pleased to endorse it on our coast to coast routes."



Laser Storm's Circuit Commandos laser tag adventure was recently installed at the Putt-Putt Golf & Games family entertainment center in Mandeville, La. The 1,500-square-foot inflatable incarnation is a preview of things to come. While players enjoy the attraction the facility is constructing a 2,400-square-foot indoor laser tag arena with two party rooms to satisfy growing interest. Owner/manager Bryan Horridge explained: "The permanent site will be fully themed. Special laser tag party packages will include two 10-minute games of laser tag, a game of miniature golf, a T-shirt, two large pizzas or a cake, and a party captain assigned to the group. We won't miss a beat converting from the inflatable to the new arena." If all goes well, the finished arena should open in October.

funKEé
tinDEé

Williams Bally/Midway helped some of the Chicago Bulls and their fans celebrate the team's fourth NBA Championship by co-sponsoring a championship party with Bulls players Dennis Rodman and John Salley. The event occurred at the Excalibur nightclub in Chicago, June 17, just 24 hours after the Bulls defeated the Seattle Supersonics in the NBA Finals.

With Dennis Rodman as a co-sponsor, the event attracted national media attention in addition to the thousands of fans on hand to celebrate the Bulls championship. Williams provided a dozen *NBA Hangtime* games for the event. "The games were a major hit," said party organizer John Stephenson. "The people were lined up to play *Hangtime*."

During the party Rodman and Salley were interviewed by Gene Siskel of CBS. There was also a large contingent of the Luvabulls on hand to enjoy the event and check out *NBA Hangtime*.

NBA Hangtime is the latest NBA-licensed video game from Williams. The fame features two-on-two action between players right off the rosters of the NBA, including Dennis Rodman. Williams had also previously announced a $99 upgrade to *Hangtime* that will allow hot new rookie players, new game features, and reconcile NBA trades to make *Hangtime* current for the 1997 NBA season. ▲

MIDWAY SPORTS
EXCLUSIVE

Are we riding down the RIVER OF NO RETURN?

Bonnie Theard
Managing Editor

"I describe this industry as a big, raging river. You can try and paddle, but the river will take you where it wants. You just have to ride it."

While this sounds like a quote that suits the coin-op world at the present time, it was actually uttered by actor Kevin Kilner after he was dropped from the cast of the CBS sitcom "Almost Perfect." The series will return to the fall schedule minus Kilner, who says he has "no hard feelings" and that "things happen for a reason."

Many industry veterans say the coin-op business is undergoing another one of its cycles; they figure to ride it out and up onto the next wave that will surely come. Those who are less philosophical rail about the ills of the industry, in particular escalating game prices. Obviously they do not espouse the "no hard feelings" sentiment. They feel they are being priced out of business.

For decades operators have hung their hats on four complaints: game cost, game quality, game themes, and home game competition. Our 20th anniversary issue (December 1994) that recapped all the major happenings for two decades found these four items at the top of the list year after year. Similarly, in our annual State of the Industry Survey, these same concerns continue to be expressed.

Operators are not the only ones feeling the pull of the coin-op river's strong current. Several manufacturers are closing offices here in the United States, opting instead for representation under another company's banner. Some are actively looking for a buyer. Even really big companies are reducing staff and rethinking their market niche. Headlines in the foreign trade press announce that "forecasts are being adjusted downward." Downsizing. I hate the sound of that word. No one gets fired anymore, or even laid-off. That's not polite. Instead we have a euphemism that in effect says the same thing: "We have to cut back and there's no place for you. Adios!"

Distributors are caught in the middle, being force-fed product they know they cannot move into a market as sluggish as this one. That brings us to "things happen for a reason." The reason for all these changes is that the demand for product is just not there. Sounds simple, but it isn't.

Operators aren't spending money upgrading inventory because with the exception of a few clear hits they aren't willing to take a chance on a game's return on investment. While no one can wait only for the sure thing, that's what many are doing.

Distributors are hosting more open houses and spotlight shows than ever before to generate interest in product. State conventions are showing signs of wear, in some cases abandonment. Members don't want to spend the money traveling to state shows much less national shows. Major trade events are feeling the crunch right in the wallet.

Pinball seems to be one of the hardest hit by the rising tide. Not only have prices crept forward and games become more complex, but large operators once enamored of pinball are reluctantly deciding to reduce the number on location. Said one: "Pinballs got too crazy. It's not fun anymore, it's work. There needs to be something in between a pinball that's too complicated and one that's too boring."

There's never been so much competition, so much technology accessible to the average citizen, so many shows looking for exhibitors and attendees. Navigating through these challenging waters and staying afloat will require adopting new strategies for survival. ▲

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Australian expo returns to the Gold Coast

After two successful conventions at the Royal Pines Resort on Queensland's Gold Coast, the Amusement Machine Operators Association of Queensland Inc. has again chosen the facility for its premier trade show, the Australian Amusement Expo, set for Nov. 5-9.

The Royal Pines offers everything from world-class golf courses to superb beaches. Australia's major manufacturers and distributors will have ample space to display the latest in amusement equipment in terms of video, pinball, jukeboxes, pool, and redemption products. Gambling equipment, however, is excluded.

The five-day agenda features a seminar program and exhibits; tennis tournament and golf day; and a social calendar that offers a poolside welcome party, an annual dinner and awards night, and an end-of-conference dinner with entertainment.

The Royal Pines Resort on Queensland's Gold Coast.

AAG pursues copyright violators in Chile

In cooperation with the First Criminal Court of Santiago, Chile, the Anti-Counterfeiting Advisory Group conducted raids in May against San Yong Suh for illegally converting Sega consumer systems for commercial use. Such conversions are a violation of copyright and trademark laws in Chile.

The raids were conducted by the Chile Investigative Police. Numerous interface boards were seized along with consumer game systems and Sega CDs which were used to convert the systems. Chilean police also raided Glory Importers and Video Fox, two companies owned by Suh. AAG and Sega were assisted by the law firm of Silva & Cia of Santiago, Chile, that has been retained in the litigation.

This marks the third raid in South America in recent months (the first in Chile) in the AAG crackdown on illegal use of consumer conversions. Bob Fay, superintendent of AAG, said, "AAG will continue to pursue illegal converters of consumer systems. I expect additional legal actions in other South American countries."

Mars' service network set for Latin America

Mars Electronic International, worldwide producer of electronic payment systems, recently established a service and distribution network to serve the full-line vending and bottling industries in Central America, Mexico, and South America.

Mars named authorized distributors and service providers in six countries: Argentina, Brazil, Chile, Colombia, Mexico, and Peru.

According to Jerry Gutierrez, Latin America regional manager for Mars, "The service network will be able to provide customers with board-level repairs on Mars products sold in Central and South America for the vending and bottling industries. By establishing a local service and distribution network, Mars is able to provide fast service and minimize downtime." Local service centers mean customers will not have to ship units to the United States for repair.

Service personnel from each of the six centers have been trained at the Mars West Chester, Pa., headquarters; they will return at least once a year for additional training. Each center is equipped with specialized diagnostic equipment.

Gutierrez added, "The service centers can do everything that can be done at the factory. Local service is very important to vending operators in Latin America." The service and distribution network is part of the company's plan to establish a local presence when it enters new markets.

Tornado Intl. considers Saudi Arabia market

Tornado Intl. Ltd. of the United Kingdom recently concluded a seven-day business trip to Saudi Arabia to review the possibilities of this new market for the company's remote-controlled Super Trucks and Orbiter bumper cars.

Said Jim Jackson, sales manager for Tornado Intl., "I had meetings with companies that are now developing fast food centers incorporating recreational and family entertainment, both indoor and outdoor. The fact that Tornado Intl. equipment requires no direct staffing and is coin- or token-operated make it particularly well suited to this new growth area."

Perky's comes to Australia

Perky's Foodservice Concepts Inc., has expanded into the international family fun center industry by opening its first location in Melbourne, Australia, the 25,000-square-foot Dark Zone laser tag and family entertainment center.

Due to a different meaning of the word "perky" in Australia, the company has changed the name of the pizza to Polly's Pizza.

Robert Sullivan, president of Perky's, said, "We're developing Perky's brand in the international arena along with other private label pizza programs. The economies of scales and logistics of product distribution and operation support make this a great benefit to our international operators. We can offer them the same support and product distribution as we can in the states."

Perky's Pizza was founded in 1985 as franchised restaurants in Tampa, Fla., and has been providing licensed branded food business to FECs since 1989. Perky's numbers more than 350 operators worldwide. The company now uses the unfranchise approach: a flat development fee provides the operator with the right to use the company's name, trademarks, proprietary products and cooking systems, point of sale materials, and a complete marketing and training program.

"Our business is putting people into the pizza business," said Sullivan. "Expanding into the international FEC industry has always been in our growth strategy. Pizza is very popular in the countries that we have targeted, and Perky's is viewed as an American import. This makes it a much sought after food item.

"It took a lot of work, but we have succeeded in setting in place a product distribution network that moves more than 20,000 pounds of Perky's Pizza products on a monthly basis from Miami to points in Australia, Central and South America, and parts of the Caribbean. From here the products are distributed by local food companies."

Later this year the company will begin international food service merchandising seminars at its main office in Tampa. For more information, call (813)626-6675.

Thomson names Whitehead

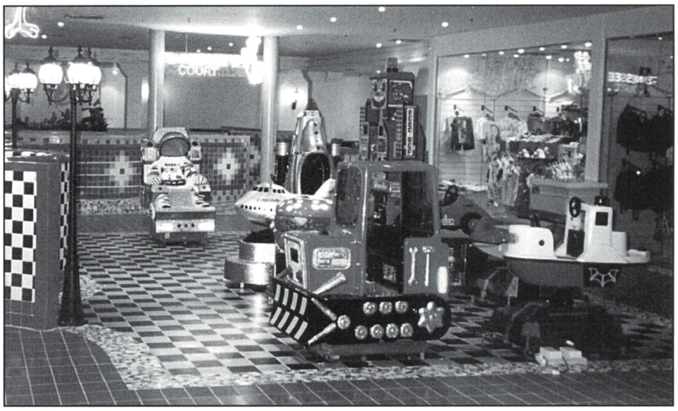
Thomson Entertainment, the division of Thomson Training & Simulation that produces simulators for entertainment and leisure sites, has named Graham Whitehead as its public relations manager.

Whitehead's background includes extensive experience in corporate communications. His appointment coincides with a name change and new visual identity for the company.

Thomson communications director Brigitte Poree explained: "There are a number of markets where demand for these products is just beginning to take off, so there is a truly international job to be done here. What Graham will be looking to do is to stress the enjoyment that people get out of our simulators and how that translates into business and promotion opportunities."

Bullwinkle's
Family Food 'n Fun

Bullwinkle's Family Food 'n Fun in Jeddah, Saudi Arabia.



Kiddie rides are among the attractions at the new Bullwinkle's in Jeddah, Saudi Arabia.

Bullwinkle's opens in Saudi Arabia

Bullwinkle's Intl., a subsidiary of Huish Family Fun Centers, has opened its first franchise outside of the United States in Jeddah, Saudi Arabia.

Bullwinkle's Family Food 'n Fun's 35,000-square-foot restaurant and indoor fun center is one of the largest indoor FECs in Saudi Arabia. The company took a two-story supermarket on the back portion of a mall and transformed it into a restaurant that seats 400 people in six character-themed dining areas.

Games and attractions include kiddie rides, videos, and ticket redemption games, which account for half of the mix; the remainder are iron rides, bumper cars, a train, a camel race, and soft play bounce structure.

The restaurant menu features Rocky's Remarkable Hamburgers, Dudley's Done-Right Pizza, Klondike Fried Chicken, BBQ ribs, and desserts. Since pork is not allowed in Saudi Arabia, all traditional pizza toppings are made from beef. Prices are about 10 percent higher than in the United States.

Bullwinkle's is headquartered in San Juan Capistrano, Calif. The company currently operates six Bullwinkle's Family Food 'n Fun restaurants in California and Oregon. New sites are scheduled to open this year and in 1997 in Myrtle Beach, S.C., Long Island, N.Y., Las Vegas, Nev., Grand Rapids, Mich., and California.

Effective June 30, the company began offering franchises for its entire fun center concept. "With the success of the Bullwinkle's franchise operations we are including the entire fun center as an option," said Paul Kramer, president.

Anyone interested in more information can contact Bullwinkle's, (714)768-8111; fax (714)493-5298.

Meaden elected to tourist board

ATE Ltd. chairman Sonia Meaden has been elected to the post of vice chairman of the West Country Tourist Board in the United Kingdom.

Meaden, who is in her second year at ATE and is a director of the Weststar Holiday Parks company headquartered in Devon, is one of three appointments to the board drawn from the private sector.

The West Country Tourist Board is an independent limited company that comprises a three-way partnership among central government, local government, and private enterprise. The board covers the counties of Avon, Cornwall, Devon, Western Dorset, Somerset, and Wiltshire. It represents one of the most successful areas of the domestic tourist industry, achieving twice as many British tourist nights as any other region.

Meaden commented: "There are strong similarities between the marketing of ATEI and the development of tourism in the West Country. Both tasks require strong, defined, and progressive policies, the provision of the right type and style of information for customers who make the journey to Britain from throughout the world, and the goal of providing excellence as standard."

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European Park Expo debuts

A new amusement industry trade show has been announced at Blackpool Pleasure Beach slated for April 22-23, 1997.

The United Kingdom's most popular tourist attraction should draw leading figures from the world of roller coasters, catering, games, and other services. Exhibition space will be complemented by the installation of exhibitor's rides on the Pleasure Beach parking sites. Participants will receive family ride tickets as part of the expo package. Rides will include the world's tallest roller coaster, the Pepsi Max Big One.

Said managing director Geoffrey Thompson, "Several brand leaders have requested a prestigious initiative of this kind in Europe's leading resort. The consensus seems to be that a two-day expo is preferred, and of course, having 42 acres of ride-intensive amusement park makes a great setting where everyone from our business can meet."

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Delegation to visit South Africa

The Citizen Ambassador Program of People to People International is in the process of selecting a delegation of leading amusement park professionals to travel to South Africa this fall.

The group will gather for a briefing Sept. 23 in New York before departing; Oct. 5 is the return date. The appointed delegation leader is Geoffrey Thompson, managing director of the International Association of Amusement Parks and Attractions.

According to Thompson, "The South African economy has enjoyed tremendous growth over the last four years, resulting in a phenomenal expansion of investment income. The country's democratic government encourages foreign investment, and essentially all sectors of business and industry are open to international participation. Leisure time activities have grown immensely following recent elections and are very important to both the government and general population."

The delegation will evaluate the opportunities for business cooperation and observe a different system of amusement park development and management in both Johannesburg and Durban.

The Citizen Ambassador Program of People to People International, which will administer this exchange, was founded in 1956 by President Dwight D. Eisenhower to improve communication between Americans and citizens of other countries.

The invitation to visit South Africa was issued by Ben Schutte, managing director of Gold Reef City, and Hester Steyn-Sammon, managing director of Durban's Funworld. For more details on the project, contact Courtney Page, coordinator for the Citizen Ambassador Program, (509)534-0430, ext. 405; fax (509)534-5245.

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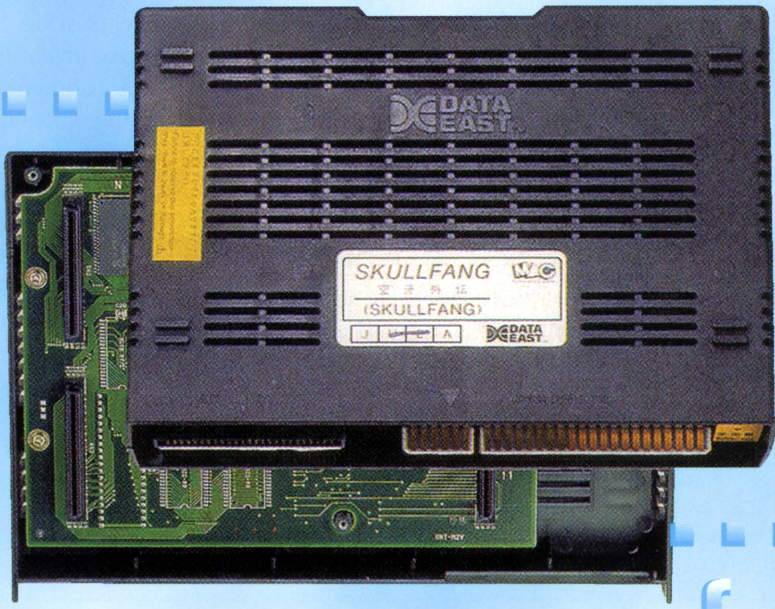

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Encuentro '96 fosters inter-American trade

Making important business contacts in Central America and Mexico is the goal of Encuentro '96, a one-of-a-kind business forum designed to foster trade across the Americas. The conference, which includes exhibits and social events, is scheduled for New Orleans Aug. 19-21.

Panelists already confirmed for Encuentro '96 include the Prime Minister of Belize; the Ministers of Economy of Honduras, Guatemala, and El Salvador; and the Vice Minister of Economy from Nicaragua.

Attendees will include top executives from the private sector in Central America and the Mexican Gulf States. Questions regarding the conference can be directed to Eduardo Garcia-Montenegro, (800)806-8061; fax (504)522-8057.

Overseas news bites

According to Japan's trade publication *Game Machine:*

☛ Namco Ltd., Tokyo, has obtained the worldwide rights to produce electronic games in all formats on the theme of the FIM World Motorcycle Championship (popularly named WGP). Namco has developed several motorcycle video games already. Exclusive rights for WGP will provide a further impetus.

☛ Commenting on the upcoming JAMMA Hong Kong Show, JAMMA chairman Hayao Nakayama explained: "In Southeast Asia, China, etc., which are developing remarkably as centers of world growth, amusement markets are rapidly expanding and, needless to say, very promising. JAMMA holding an exhibition in Hong Kong in these circumstances is believed to be very conducive to the establishment of a sound amusement industry and the fostering of healthy markets in these areas."

☛ Media Robotic Co. Ltd., Tokyo, and Virtuality Group, United Kingdom, recently joined to develop the home use head-mounted display Dynovisor and ship it Sept. 14. Dynovisor is not virtual reality but allows users to enjoy a TV program or video game with a sense of virtual reality.

IMA adds hours

Germany's IMA trade show set for Jan. 22-25, 1997, in Frankfurt will add four more hours to its exhibit time. A survey conducted during this year's event indicated the need for the change.

According to show organizers, fair doors will open two hours earlier on Wednesday, the first day (9 a.m.), which traditionally was reserved for an opening ceremony. The ceremony will now be held parallel to the first two hours of the fair.

Two more hours have been added on Saturday, the final day (closing at 6 p.m. instead of 4 p.m.). When the short last day coincided with inclement weather, the result was only a few hours available to view the amusement and vending exhibits.

International Calendar

August 19-21

Encuentro '96, Inter-American Business Conference and Trade Expo, New Orleans, La. Call (800)806-8061; fax (504)522-8057.

September 1-3

Australasian Gaming Expo '96, Sydney Convention and Exhibition Centre, Sydney, Australia. Call +61 39646 4044; fax +61 39646 1828.

September 5-7

European Billiard Expo, Exhibition and Congress Centre, Maastricht, The Netherlands. Call +43 64 127 635; fax +43-64-127-636.

September 12-14

JAMMA '96, Nippon Convention Center, Makuhari Messe, Ciba City, Japan. Call JAMMA, +81-3-3438-2363; fax +81-3-3438-2721.

September 24-26

International Leisure Industry Week, National Exhibition Centre, Birmingham, United Kingdom. Call Mark Sherrard, 01932-564455; fax 01932-570860.

September 26-28

Gamexpo '96, Petofi Hall, Budapest, Hungary. Call +36 1 140 2825 (phone and fax).

October 17-20

ENADA, Rome Fairgrounds, Rome, Italy. Call +39 644-03686; fax +39 644-02718.

October 24-26

Park Show International, Rimini Trade Fair Centre, Italy. Call +44 1323 442747; fax +44 1323 840014.

October 30-November 1

IAE and SAGSE '96, Sheraton Buenos Aires Hotel, Buenos Aires, Argentina. Call +39 2 839-5696; fax +39 2 894-04081.

October 30-November 1

Gamex '96, Gallagher Estate, Midrand, Johannesburg, South Africa. Call +44 161-624 3687; fax +44-161 665 1260.

November 5-9

AMOAQ '96, Royal Pines Resort, Gold Coast, Queensland, Australia. Call Ken Priest, 01-7-3841-1021; fax 01-7-3841-1332.

November 28-30

JAMMA Hong Kong, Hong Kong Convention Centre, Hong Kong. Call +813 3438 2363; fax +813 3438 2721.

December 1-3

EELEX '96, Moscow, Russia. Call John Slattery, +44 161 624 3687; fax +44 161 665 1260. ▲

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☐ Yes ☐ No, but please send me membership information

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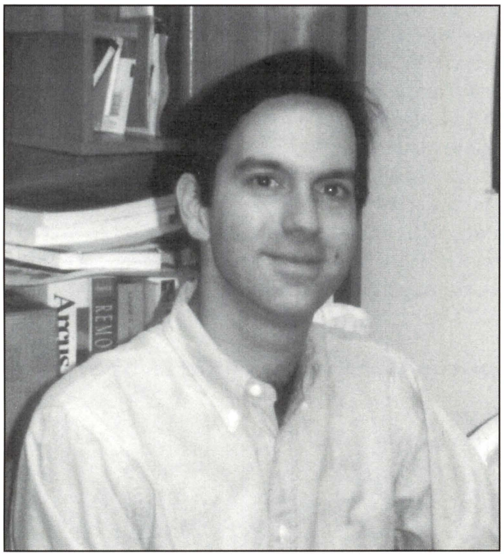
In search of a DOLLAR COIN

A consensus appears to be at hand on the all-important issue of the dollar coin, and a practical one it is indeed: use the one we already have.

While the minting of a new, distinguishable dollar coin is on most everybody's wish list in the industry (notwithstanding the legendary Nolan Bushnell who claims its just one more way we are outpricing our customers and driving them away), it would be foolhardy to expect this apparition in the very near future.



Steve White
Associate Editor

Why? Well, there are many reasons, including the opposition of the Save the Greenback Coalition, the banking community, and the U.S. Mint. And even though the powerful Federal Reserve which holds the purse strings of the domestic economy is in favor of the move, there is one group of opposition that outweighs both enemies and friends in the Beltway and on Wall Street–the American public.

I engage my non-industry friends in conversation on a regular basis about the need for a dollar coin, and the elimination of the paper dollar. They politely hear out my arguments, sometimes conceding the theoretical benefits I put forward, and then say, "Well, that may be true, but you'll never get rid of the greenback." One friend from my newspaper days went farther, saying in his best Huey Long imitation that the dollar bill symbolized the earning power and worth of all working people in a way that a coin never would.

Impractical, considering the current value of a dollar, but strong ammunition on the psychological level of mass appeal. Never say never; just don't say manana in an election year.

Now, don't get me wrong or call me a traitor just yet. There are plenty of good arguments for the dollar coin, some of the strongest coming from Washington itself. Revenue savings generated by its introduction reach close to $1.4 billion dollars over six years. Total savings during a similar time frame could reach as high as $2.28 billion dollars, according to the Coin Coalition.

Recognizing these savings, both houses of Congress have included the dollar coin bill as part of their budget resolutions, the blueprint that dictates savings.

Another issue raised by the Coin Coalition is the coming need, following the introduction of a new $100 bill, to replace all paper currency. This is to prevent bleaching for use as paper to counterfeit $100 notes of the older variety, which will still be legal tender. A new dollar bill would likely be produced at the end of the century, a mere three and a half years away.

This new bill would cost the Federal Reserve an additional $50 million a year in printing costs and require the reprogramming of bill acceptors. At the same time, the government's reserves of Susan B. Anthony dollars is falling rapidly, down to just over $200 million. In 1995 alone, the reserves fell by $72 million.

Such a trend is well represented in this issue by a special "Guest Commentary" from our neighbor in southeast Louisiana, Mike Cannon of Lakeside Electronic & Amusement Co. in Madisonville, La. Cannon urges fellow operators to help speed this depletion to force the government's hand in deciding whether to print the new dollar bills.

Cannon is not alone in his sentiments. In fact, a recent letter signed by AAMA president Rick Kirby and AMOA president Randy Chilton makes the very same case: "At this rate of drawdown, the Mint will have no choice but to begin preparing to produce more SBAs at some point during 1998 (since the SBA is the only legal one dollar coin the Mint is authorized to produce).

"The SBA depletion puts added pressure on the Mint and Congress to take action on dollar coin legislation we favor. Indeed, as we have been making clear to members of Congress, if no action is taken `the dollar coin you hate will be the dollar coin you get.'"

So while we can all hope and work for the passage of a dollar coin bill by Congress this year, added use of the SBA by operators will only help in pushing that agenda forward in the more promising years ahead.

As the old saying goes, genius is nothing but a greater aptitude for patience. ▲

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Pictures from *the past*

We love this photo! To you it may look like two naive youngsters enduring an anniversary party for their dad's company. Well, you're right! However, now Chris and Jon W. Brady are active in Brady Distributing, working closely with long-time employee Blair Norris (r). Their dad, Jon P. Brady, was named "Man of the Year" by the American Amusement Machine Charitable Foundation at ACME '96.

BANNE
FIRE EXTINGUISHER

Banner Distributing was one of the major distributors in the '70s and this shot was taken at one of its open houses. We know everyone except the gentleman at the far left. The others, (l-r): Jim Newlander (who recently retired from Atari), Jerry Momoda (now with Namco), Sonny Queck (who got out of the business a few years ago), Lou Larson (now with Betson Pittsburgh), Alan Bruck (now with Champions/Challenges), Ted Lloyd (was with Rowe), Rene Lopez (most recently with Capcom), Jack Kapla (was with Gottlieb/Mylstar at the time), and Mireille Chevalier (who is still a vital part of the industry).

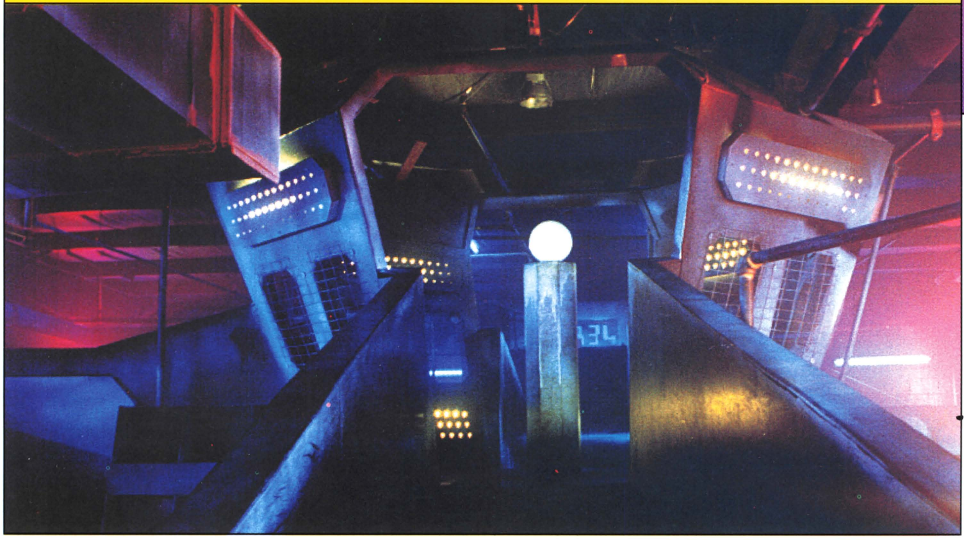
Here's two friends hamming it up for the camera a few years ago. John Barone (r) is now with Sega Gaming in Las Vegas and Tom Siemieniec is with Namco in Chicago.

Ultrazone operator seeking to define laser tag market

Laser tag operator Zone Management explains how research and marketing are central to successfully running laser game facilities.

By conducting extensive location research and niche marketing, companies like Zone Management of Richmond, Va., have been successful in operating laser tag facilities.

BY STEVE WHITE



While laser tag has become an entertainment craze among the lucrative teen and young adult market, its success is not self-evident. Like many other industries that rely on discretionary income, such as the restaurant business or FEC market as a whole, three of the main keys to success are location, location, location.

This is something that the Richmond, Va.,-based firm Zone Management Inc. understands well. The company, which operates five Ultrazone laser tag facilities, has a strong background in real estate development.

"I think that gives us a valuable perspective," said company president Troy Peple. "We put a lot more emphasis on information gathering. A huge proportion of the cost is the building. If you pick a bad location it's a total write off."

With the cost of an arena facility running in the neighborhood of $300,000 the best model, according to Peple, is a suburban location with sufficient surrounding population and a good residen-

The principles at Zone Management Inc., (l-r): Steve Settlage, Tom Lipski, Pete Digiovanni, and Troy Peple.

tial base. This ensures repeat play for the Ultrazone product, which is not designed for a tourist location of one-time customers.

Peple said that while he missed the video game years, he saw the fascination the experience held for his younger brother. But despite the logic skills that such games helped develop, Peple said it also fostered a "couch potato syndrome and there's no group interaction."

So when he and his three partners in a consulting firm came across laser tag at a franchise show, it seemed like the perfect way to combine the lure of high-tech entertainment with group activity.

The company was formed in 1993 and opened its first location in Richmond in April 1994. With a territory that includes Virginia, Maryland, and Washington D.C., Zone Management now has a second location in Richmond, one in Virginia Beach, one near Dulles Airport, and one that recently opened in Baltimore. A sixth location is scheduled to open in Fairfax County, Va., late this summer and a handful of other deals are in the works across the country.

"We started our first one right down the street from our office," explained Peple. "You have to know your market, geography, traffic patterns."

Each of the company's locations has a different look with some sporting high-tech arenas while others offer a rundown warehouse feel. Peple said that dedicated players will travel long distances to check out each facility. "That's how excited they get about playing new locations."

Marketing strategies

That type of player enthusiasm facilitates marketing each new location, allowing the company to rely on free media and word of mouth in the early stages.

"It's like a virus; a couple of kids find it and bring players back by themselves," said Peple, adding that the frenzy is often picked up by local media such as radio stations looking to do live remotes. "We become a valuable commodity to the radio station and we can buy our ads a lot cheaper once people know who we are."

This kind of hip image, fostered over radio and cable TV, also helps solidify the player base, which usually divides itself into older players during the week and younger ones on the weekend. "In part they sort themselves out," said Peple. "Where you have to be careful is your marketing and in-store promotions."

One of the keys is to create an image that is attractive to young adults without alienating families. Big don'ts include balloons and primary colors.

Zone Management offers memberships that include one dollar discounts for each game, which last about 30 minutes including pre- and post-action briefings. Price per game ranges from $5 to $7.

Maintaining player interest

So once the ship has left the port, how does a laser tag operator keep the business on course? For one, the complexity of the game itself and the availability of special features provide the necessary depth, Peple contends.

The basic game includes three teams and revolves around bases, but beyond that, experienced players can create their own competitive situations with factors such as unlimited lives, unlimited points, and special reflex shots. "Our system allows you to identify individual players and endow them with different characteristics," Peple explained.

Another option in expanding business is the corporate world; Zone Management has hired a staff member to handle corporate sales. "Richmond has a lot of Fortune 500 companies headquartered here and we rent them the facility when we're not open to the public," Peple said. "It's a tough sell. Initially, you're fighting the credibility gap. I don't know if we've made more than we've spent but we have introduced new players."

While bringing in new players is of one the main goals for Zone Management, the company must also face the challenge of continually stimulating the interest of its veteran customers.

"I think the biggest problem is exposing people to the product but the second

The game can be set for Kid Zone on Saturday morning and easily reset with a more challenging format for older players the same afternoon.

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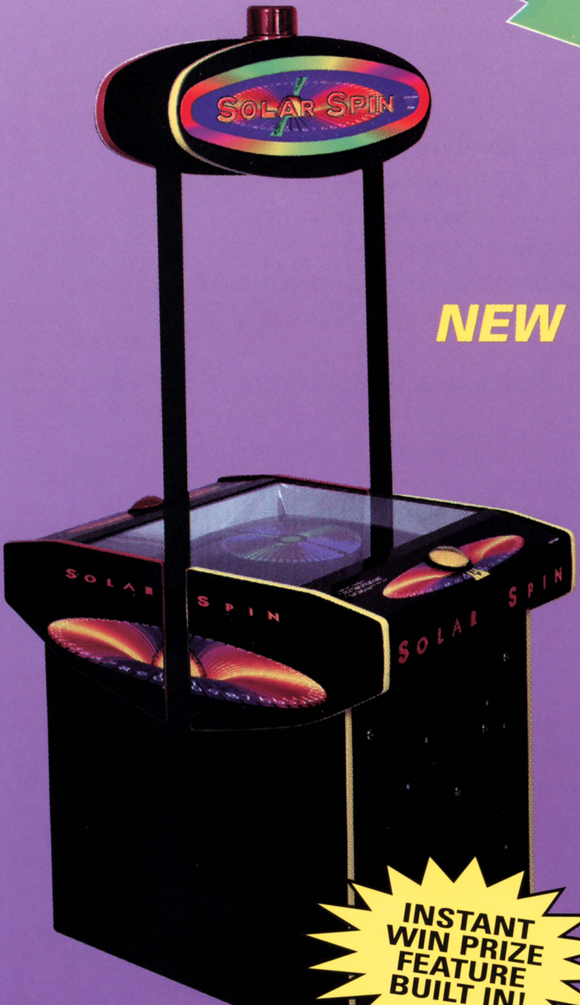

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Laser games: what buyers should ask

by Drew Pawlak and Brian Sweet

(Editor's note: With laser tag games taking on greater significance in the family entertainment center market, even savvy operators find themselves navigating an entertainment landscape that may not be familiar to them. As part of our ongoing series on laser tag, we asked Ultrazone's vice president of marketing Drew Pawlak and sales representative Brian Sweet to provide a list of the most commonly asked questions as well as the ones that should be asked.)

The Most Commonly Asked Questions

Company:

- How many sites do you currently have?
- Do you operate internationally or just in the U.S.?
- What makes your company the best?
- How long has your system been in use?

Price/Value:

- How much is your system?
- Do you offer financing?
- Is the computer included with the equipment?
- Do you have ongoing service fees?
- Do your have a service contract?
- What is the total investment for a turnkey system?
- Do you have secured territories?

Market:

- What demographics should I have?
- Who's your competition?

Specs—Equipment, Software, and Facility:

- Is it a real laser?
- Do you have real-time scoring?
- How heavy is the pack?
- How many packs in your system?
- How much square footage do you recommend?
- Do you provide an arena?

Questions Buyers Should Ask

Company:

- Why should I buy from you?
- What's the single, most significant feature about your company, your system, or service that sets you apart?
- Can I talk to all your operators?

Price:

- How much does it cost to maintain your system monthly?

Market:

- Do all games attract the same demographics?
- What demographic is most suited to your game?
- Is there any real difference in the way the game plays? Why does it matter? How does it affect business?
- How can I attract loyal, long-term customers?

Operations/Support Services:

- How important is the day-to-day involvement of the operator to the success of the center?
- How many full time people do you have in tech support?
- How do I get my questions answered and problems solved during peak times on weekends and holidays?

Specs—Equipment, Software, and Facility:

- How important is the equipment to the center's success?
- Is the system modular in design?
- What type of plastics do you use?
- How much maintenance does the equipment require?
- What kind of average downtime should I expect on individual packs?
- How often have you come out with extensive hardware upgrades?
- How many different versions of hardware are you currently supporting?
- How much used equipment do you have on the market?
- Can you guarantee it won't show up next door to me?
- How many different versions of software are you currently supporting?
- Describe your sound effects, visual effects, physical effects, and target systems?
- Explain the significance of special features, enhancements, unlimited game formats, etc.
- What type of security/audit system do you provide?
- Why are memberships and player statistics and feedback significant?
- How sophisticated is your membership system?
- How long has it been integrated into your overall game?
- How detailed is your scoring system?
- What kind of performance history can players access?
- How are player statistics presented?
- Do you offer real (equipment/software generated) handicapping to level out the playing field of new and experienced players?
- What makes a good arena?
- How important is arena design to success?
- In what ways does the arena design affect marketing and demographics?

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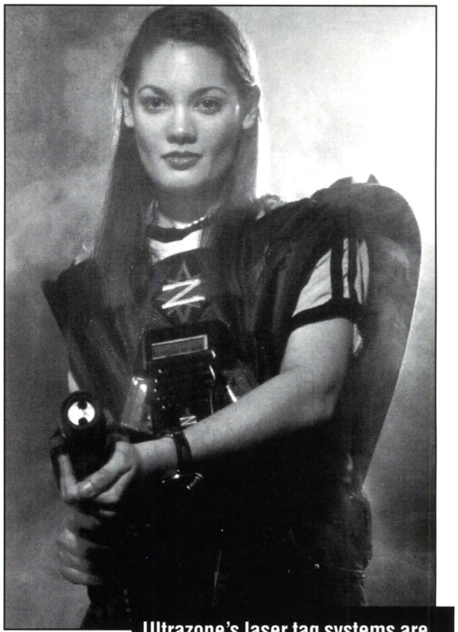
biggest is what makes the product unique is playing head to head," noted Peple. "Someone who has played 1,000 games is going to make mincemeat out of a novice."

In order to level the playing field, the company has offered discounts and special format nights during the week, hoping to attract veteran players. Peple said he also finds experienced players competing amongst themselves and creating a novice buddy system to keep things interesting inside the arena.

Looking to the future

However, the interactive nature of laser tag is also the key to its long-term success, Peple believes. "That's the real strength. It's not the technology. It's really basic. That's why I don't think it's a fad."



Ultrazone's laser tag systems are aimed at repeat players, not one-time tourist customers.

The biggest threat to the laser tag industry as a whole, he added, is the introduction of substandard equipment. Peple fears that some FECs will add the smaller, less costly systems as opposed to investing the $500,000-$600,000 needed to install a good system and arena.

"I'm afraid of $25,000 systems that are going to confuse people," he said. "An FEC operator who installs it just thinks two years from now I'll throw it out and put in a ball pit."

Laser tag, he argues, is not suited to facilities trying to attract younger children. "A six-year-old and under is not capable of distinguishing between a laser game and a slide in terms of fun. That's not the case with a 15-year-old. I think a lot of FECs need to evaluate if the product is for their customers. Five- to six-year-olds can be entertained a lot more cheaply for a longer time. I think cheap laser games are a misfire to bridge the gap."

Another fear is high-end manufacturers selling low-end equipment to capitalize on that segment of the market as well. Peple said this has the potential of damaging laser tag's marketing image.

Sounding a familiar mantra in the laser tag industry, he concluded: "There are going to be a lot of dead laser companies. I hope it doesn't drag the whole business down. But one of the best things is the business is very local. What happens in Colorado, for instance, won't affect the market in Richmond." ▲

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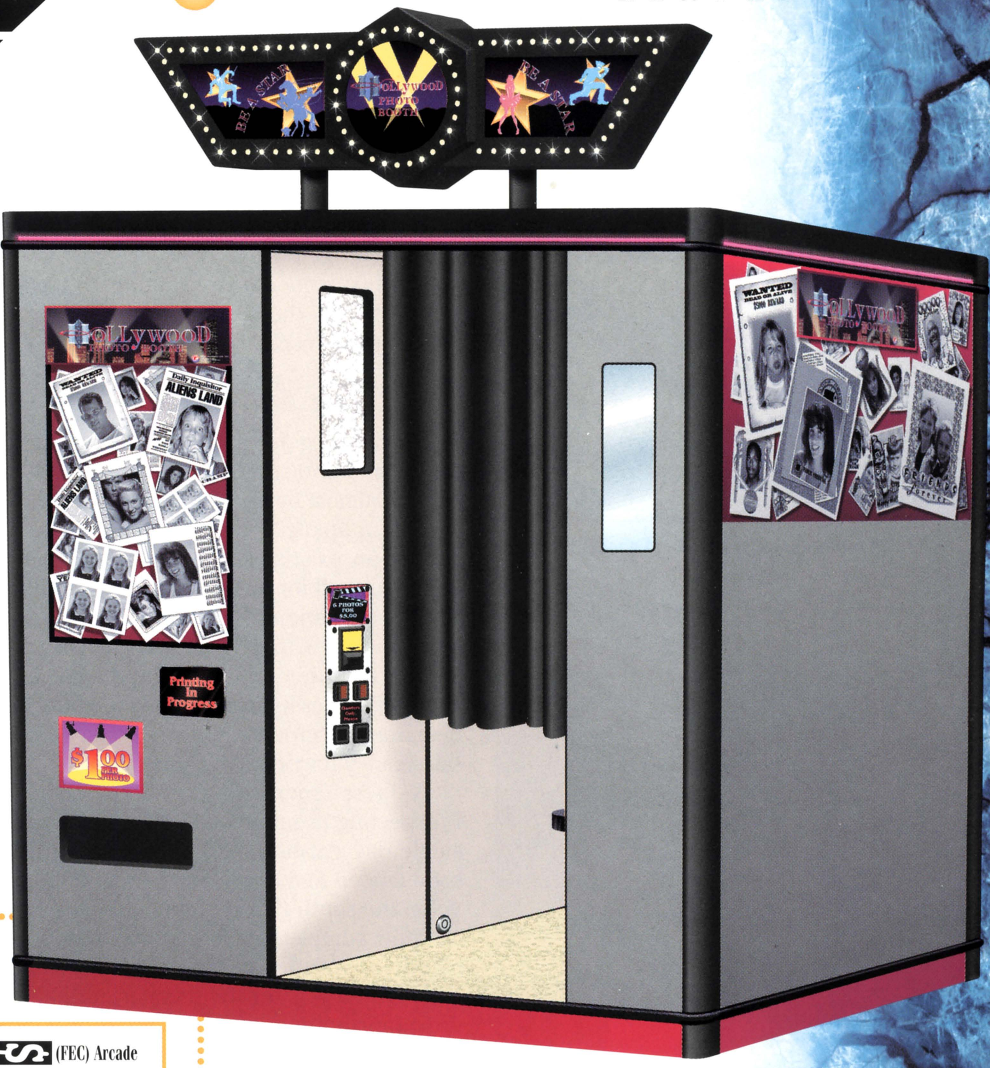
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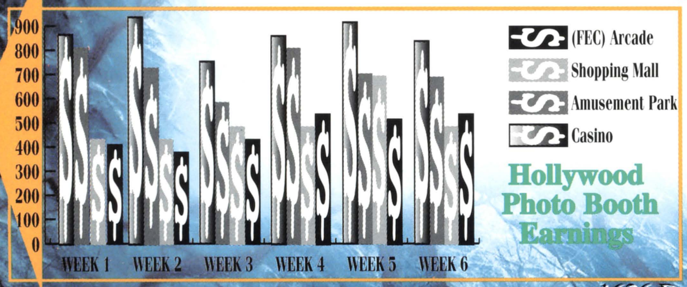

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The wizard works his magical touch

President/owner Larry Hartley at a recent state show.

Mike Rose, vice president and general manager.

Magic invokes thoughts of illusions, sleight of hand, and tricks with mirrors, but Larry Hartley and his *Magical Touch* countertop are for real. There is no magic potion for Micro Mfg., simply a success formula that Hartley has applied to all of his enterprises. Included among his ongoing ventures are oil fields, real estate management, retail establishments, financial services, and coin-operated amusement operating companies.

Hartley's simple philosophy has proven sound in all of them: "Surround yourself with good people and learn the business from the ground up through a hands-on approach."

The beginning

Hartley began his coin-op career in southern Illinois, although he entered coin-op almost by accident. After finding success in financial management he purchased an existing route. He had positioned himself for this purchase by developing a national financial service organization with over 300 employees. As with his other enterprises and adhering to his philosophy, he learned the business from the ground floor beginning as a salesman and working his way up.

As a salesman he was impressive. Prospecting as many as 178 clients in a single day got him noticed and he was soon tapped to manage an office and develop the south Florida market. He successfully completed that mission and decided he was ready to start his own company. It was during this period that the opportunity to purchase the coin-op company presented itself after a client's recommendation. Hartley then did what he had done before: applied his hands-on approach and learned the business from the ground up.

Hartley buys Micro Mfg.

Hartley had learned the industry as a street operator. In 1992 another opportunity arose and he was able to purchase Micro Mfg. His immediate intention was to make Micro a mainstream manufacturing company; to facilitate this, a focus was developed on product designed for street operators.

Hartley commissioned the development of a touch screen countertop game and *Magical Touch* was ready for sale in the fall of 1995. To effectively market his new game, he reshaped his young company. One of the first priorities was to develop a solid national distribution network. He insisted on taking on the challenge of handling the duties of regional marketing director, even handling the western region himself.

Although unusual for the president of a coin-op manufacturer, Hartley fastidiously takes time to visit his customer base personally, listening intently to suggestions, compliments, and complaints. "I can't operate in a vacuum and expect to effectively manage this company," Hartley explains. "It is necessary to understand our customer base and our market in order to develop quality product."

Micro's products

Of course, any company is only as successful as its product and Hartley's years of experience as a street operator have proven a valuable asset in bringing fully-tested product to market. "We know what the operator needs and wants," Hartley said. "All of our products are thoroughly field tested before they ever reach the market. Product development, testing, and fine tuning are handled on the route level, where it really matters."

Hartley continued, "We believe in the plug-n-play philosophy with our products. As an operator I know what it feels like to have recently purchased product become obsolete before its time. Some companies give lip service to the street operator then obsolete their product in the next breath. Maybe it's because I grew up in this industry as an operator that I am ultra-sensitive to the needs and wants of the operator base."

With Hartley's words in mind, it's clear to see why *Magical Touch* was designed for the long haul. Hartley assures opera-

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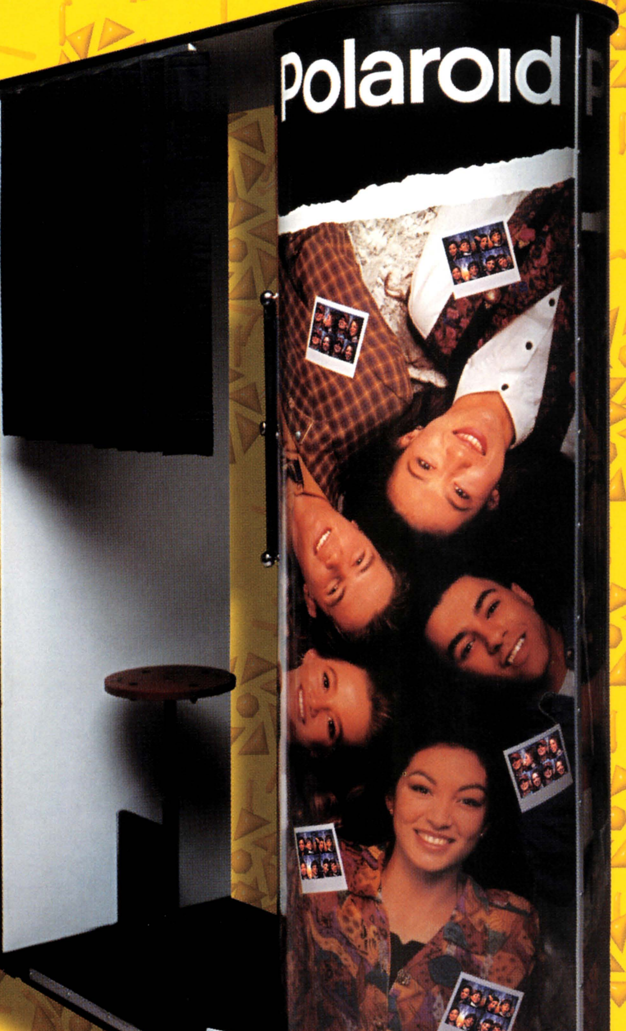

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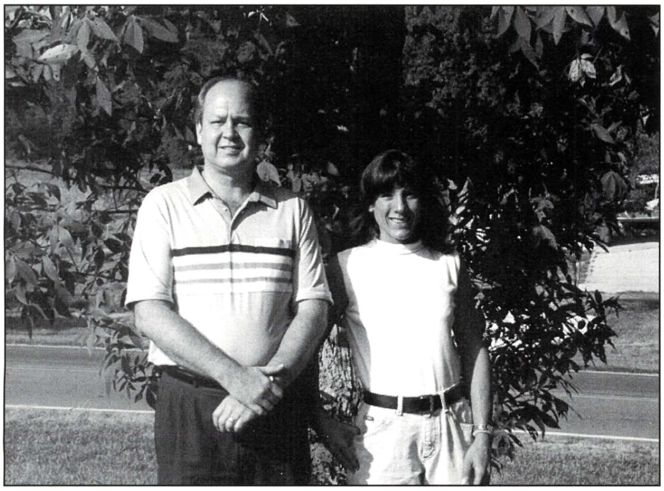
The service department, (l-r): Shannon Stem, Charles Smile, Karen Honeycutt (manager), Gerald McAllister, and Charles Southerland.

The office staff, (l-r): Linda Detloff (receptionist), Lisa Stem (accounts payable), Mary Lannom (accounts receivable), Tricia Barber (sales coordinator), and Ginnie Bittikofer (controller).



David Beasley (inside sales) and Kendra Robichaud (graphic artist).

From left: Shane Burnett (shipping), Carol Arrington (inventory control), Eddie Walker (purchasing agent), and Shirley Jennings (shipping coordinator).

tors that future product will be retrofit and available in kit form.

In addition to *Magical Touch*, Micro now has two new products and more are on the way. To satisfy locations with limited space, Micro has introduced a 14-inch touch screen miniupright. There is also a larger 19-inch full-size upright. In keeping its commitment to street operators Micro is preparing to release the *Magical Touch Deluxe* touch screen countertop.

The *Deluxe* version will feature new questions and phrases along with two new games. The full complement of card games will also be included. *Magical Touch Deluxe*, as promised, is retro-fittable and can be purchased as a kit for existing Micro countertops. It is available in both the miniupright and full-size upright.

With an eye toward the future, Micro is currently testing two new products for introduction at the September AMOA show in Dallas. R&D chief Butch McGill was tight-lipped about the new products, but he did say that they are testing extremely well. "We realize that our future lies with the R&D department developing street operator-friendly products and these two certainly qualify," noted McGill.

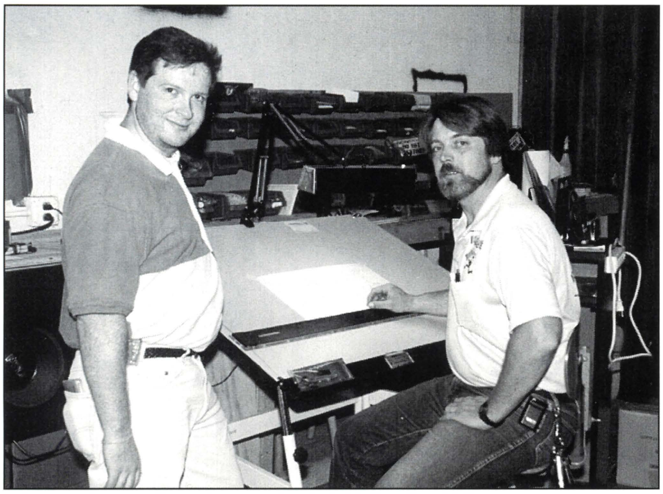
The Micro Mfg. staff

Hartley learned with his other successful enterprises that the success of Micro is contingent on the staff it is built around. Heading the team is Mike Rose, vice president and general manager of factory operations. Rose has 15 years of coin-op experience and comes well-prepared and committed to servicing street operators' needs. In fact, Hartley quips that Rose spends so much time at the factory that the other employees have privately renamed the company Mike Rose Mfg.!

Hartley adds that it's this level of commitment that will keep Micro at the top of street operator polls.

Hartley hand-selected the sales team. "After many years of selling, I have an idea of the type of people necessary to drive this market," Hartley offered.

Bob Whitehead exemplifies the type of exceptional sales person Hartley described. He was recently named vice president of sales and marketing, bringing to Micro many years of coin-op experience.



From left: Glen "Butch" McGill (R&D engineer) and Joe McClurg (jukebox R&D).

The production crew.

"It is exciting to be back in the countertop market," said Whitehead. "The street operator recognizes that the countertop games are not fads or cyclical products. Rather they have become staples in the same category as pool tables or jukeboxes. Micro is a young and well capitalized company with an owner committed to the street operator. That's a tough combination to beat and it's what attracted me to the company."

Rounding out the sales team are three regional marketing directors: Brian Gorsich, Dave Kelly, and Eric Minemier. Helping on the inside and supporting the sales team are regional support director Dave Winton and sales coordinator Tricia Barber.

All good magicians have something up their sleeve and Hartley is no exception. However, while others try to keep it secret, Hartley is proud to reveal that the only thing up his sleeve is more good bar product designed with street operators in mind. ▲

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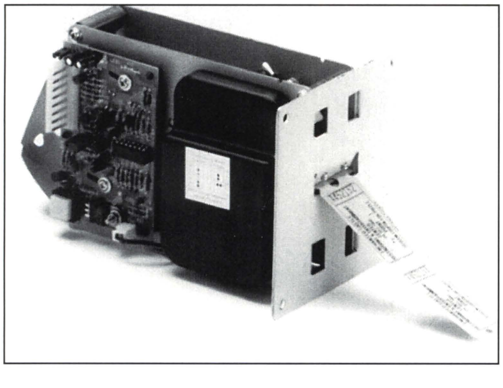

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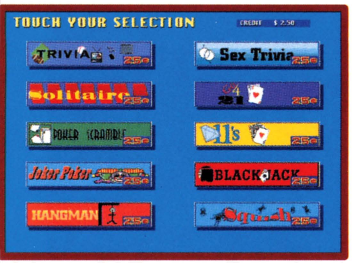
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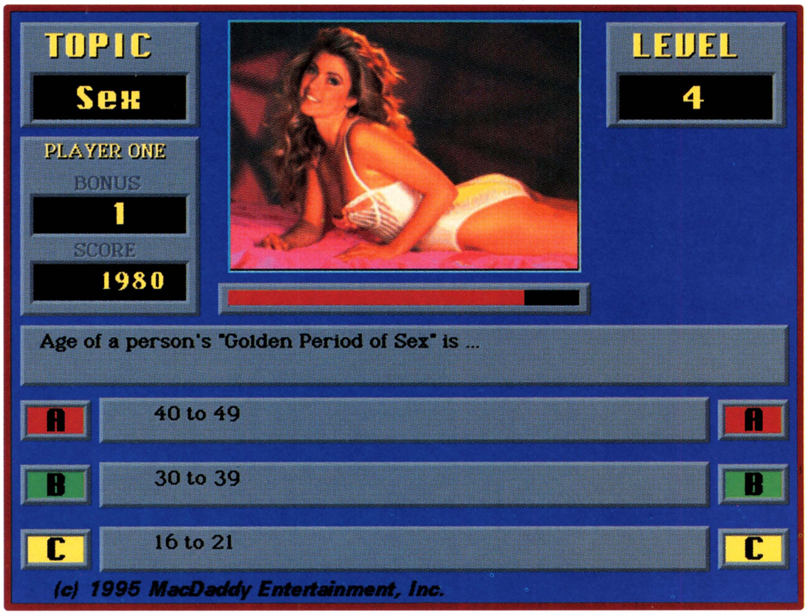
TOPIC
Sex
LEVEL
4
PLAYER ONE
BONUS
1
SCORE
1980

Age of a person's "Golden Period of Sex" is ...

A 40 to 49

B 30 to 39

C 16 to 21

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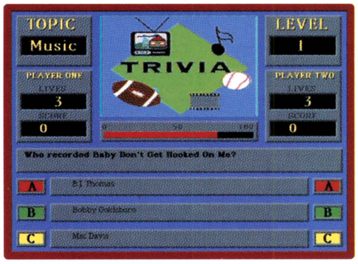
Sex Trivia - Fun And Saucy, Spiced With Real Color Photos

PASS
PLAYER 1
6050
HISCORE
15200
POINTS WIN
TAKE SCORE
HAND 1 21
HAND 2 21
HAND 3 17
HAND 4 21
HAND 5 21
TOTAL 101
Player 1 Round Two

Go-4-21
Multi-Hand Blackjack At it's Best

SCORE
ELEVENS

Diamond 11's
The Latest Rage


TOPIC
Music
LEVEL
1
TRIVIA
PLAYER ONE
LIVES
3
SCORE
0
PLAYER TWO
LIVES
3
SCORE
0

Who recorded Baby Don't Get Hooked On Me?

A B.J. Thomas

B Bobby Goldsboro

C Mac Davis

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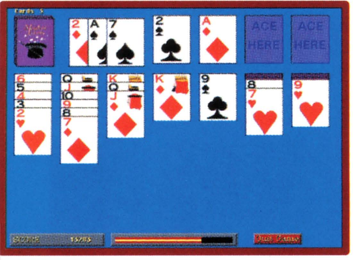
ACE HERE
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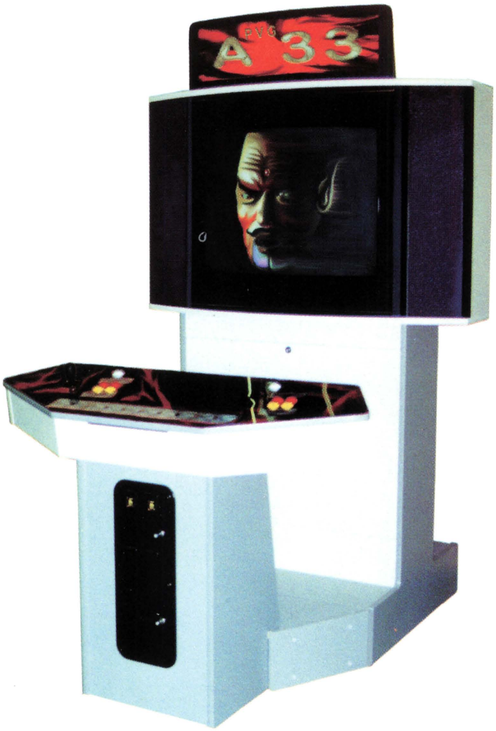

A - 33 DELUXE CABINET

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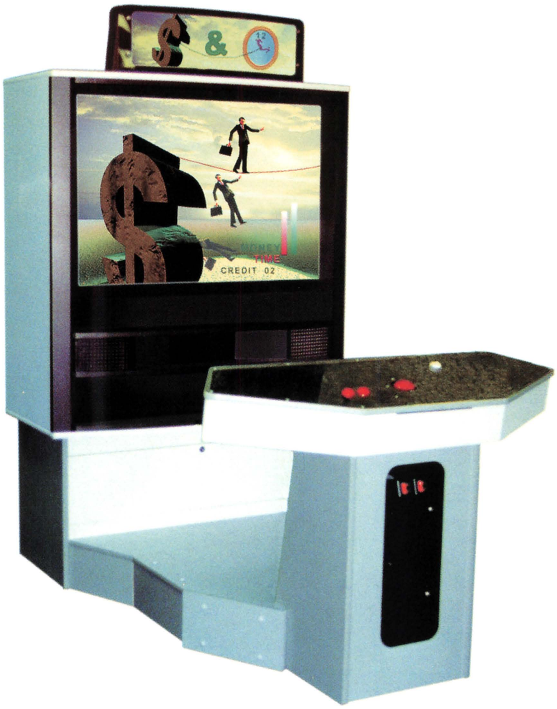
WEIGHT:	550 LBS.(250 KG.)



A - 50 BIG SCREEN CABINET

- 50 INCH PROJECTION SCREEN MONITOR
- UNIVERSAL 1 TO 4 PLAYER CONTROL PANEL
- EASY SERVICE ACCESS
- ENLARGED SPACE FOR PC BOARD
- JAMMA COMPATIBLE
- STANDARD OVER/UNDER COIN DOOR
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SPOTLIGHT ON...

Street Equipment

Touch Tunes reinvents the music wheel

Digitally downloaded music. Will operators embrace the new technology or stall on the steps of skepticism? A test scheduled to launch this month will tell the tale as a Canadian company seeks to bring a new level of excitement to locations.

BY BONNIE THEARD

Imagine having 500 musical hits literally at your fingertips, available by artist, song title, era, music type, CD jacket cover, or through general browsing, without any gap in between selections.

That's the goal of Touch Tunes, the Montreal-based company that set tongues wagging in the jukebox world back in 1995 when it first announced its digitally downloaded music system in a hotel suite at AMOA '95.

The ramifications of such a system are far-reaching. Questions that come to mind include: "What about clearance from the performing rights societies?" "What's the price of this new technology?" "Who will supply music updates?"

When researching the feasibility of this new system, Touch Tunes' president Tony Mastronardi found that six concerns kept coming to the forefront. He has an answer for each one:

1. The idea is great, but the technology is not perfected.

We wanted to have a jukebox that can fulfill the present operators' needs, where customers can ultimately browse through 1,000 to 2,000 hits while the jukebox is playing, the screen has moving animation, and the central location is downloading a song–and do these things each transparent to the other.

In our analysis this could not have been done as well as we do it by any commercially available operating system (such as Windows). We had to develop our own system from the ground up.

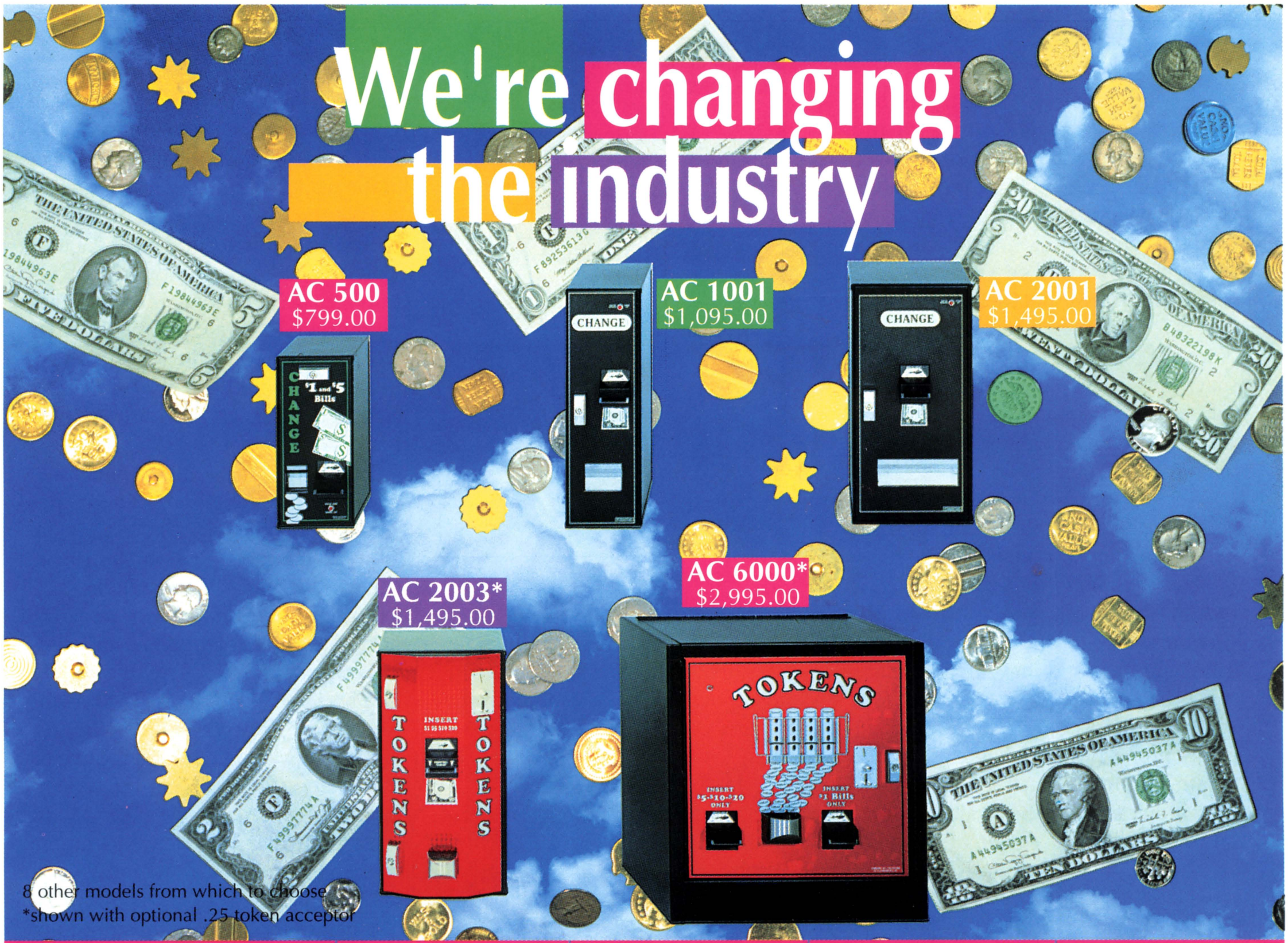
The Touch Tunes Digital Jukebox uses MPEG (Moving Pictures Experts Group) "layer three" audio compression that protects sound quality, which means no degradation of the reproduced sound as could be the case in the previous analog technology.

2. It's a good idea, but not financially feasible.

For those who think that way, continue to do so. It will be less competition. We will put our system out with a commercialization plan that is zero risk to operators.

3. You'll need a Ph.D. to run one of these computers.

We are trying to get the unit to be simpler than a regular jukebox. Replacement parts are plug-and-play off-the-shelf. Part of our technology is that if there is downtime we are able to tell the operator what's wrong with the unit before he goes to see it. He can then go prepared to handle the difficulty.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Standard Capacity	600 quarters / tokens	1,600 quarters / tokens	3,200 quarters / tokens	12,00 quarters / tokens
Optional Capacity	1,000 quarters / tokens	2,800 quarters / tokens	5,6000 quarters / tokens	-
Payouts	hopper loaded quarter or token	hopper loaded, quarter nickel, dime or token	dual hopper optional .25 token acceptor	dual hopper optional .25 token acceptor
$1 Coin Payout	yes with a kit	yes	yes	yes
Validator Acceptance	$1,$2,$5, $10	$1, $2,$5,$10,$20	$1, $2, $5, $10, $20	$1, $2, $5, $10, $20
Validator Interchangeability	no	yes	yes	no
Token Bonus Payout	no	yes	128 options	128 options
Base and Header Kits	yes	yes	yes	base only
*Rear Loaders	no	yes	yes	no
Options Fronts	no	change or tokens	change or tokens	change or tokens
Optional Alarm System	yes	yes	yes	yes

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4. The jukebox industry is too conservative and is waiting for the recording industry to make a move.

With the choices that are out there the recording industry will not make a move and select one storage medium because they are being added on a daily basis.

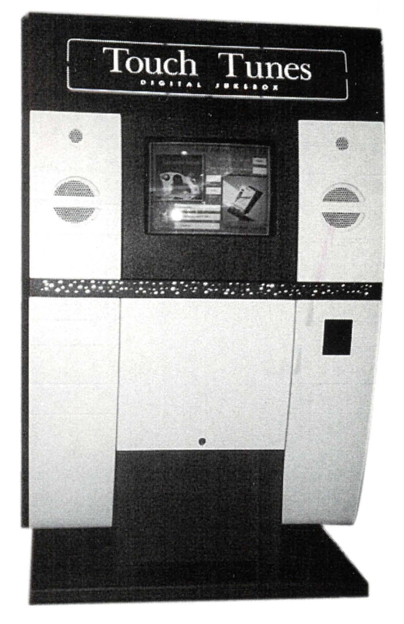
5. You'll never get the music rights.

As long as the music industry is assured of receiving its agreed-to royalty payments, assured there is no illegal duplication, and assured that the end product has no sound degradation, it doesn't care what medium it is stored on.

(Discussions are ongoing with the recording industry. Stay tuned for more as information becomes available.)

6. Everything will be destroyed when all music is piped into establishments.

We understand that satellite music service can have a negative impact on operators' jukebox revenue. What we're proposing is a jukebox that once again customers must go to because they don't have the equivalent system at home. The experience of the jukebox has to become new, fresh, and constantly updated. That's something you cannot get with any piped-in system.



The test model of the *Touch Tunes Digital Jukebox* will be close to this configuration.

The starting point

The seed of the *Touch Tunes Digital Jukebox* dates back to late 1993 when Mastronardi and some friends were having a beer in a location with a jukebox. "It was obvious the jukebox needed the high-tech treatment," he said.

"We started looking at a new product for our province of Quebec, but it soon dawned on us that the work required to achieve a jukebox that was appropriate for the industry, one that every operator would love to have, meant we would have to at least look at the U.S. market as a whole to justify the costs of development."

Soon the Touch Tunes team was spread across the globe: Canada, the United States, and Europe. In Canada, Tony and his brother Ralph Mastronardi, chief financial officer, are joined by Sylvan Duchesne, director of research, Pierre Martineau, and three more engineer/programmers. Together, Duchesne and Martineau have 35 years of experience in programming. In Los Angeles Giovanni D'Andrea is director of marketing, located near the recording industry on the West Coast. In Paris, France, a telecommunications expert and another staff member work for the company.

This new technology has not only intrigued operators in North America. A large British telecommunications company is interested in how this system can be integrated in their country, Mastronardi mentioned.

The next step

After a second showing of its evolving system at ACME '96 and a meeting with 20 major jukebox operators, Touch Tunes further perfected the system and ordered 12 to 16 designs for a music box.

The initial design is a simple gray cabinet (all-wood) with a band of sparkling lights, black and purple marquee, over 300 watts of power, and the capacity for 500 hit tunes. Emphasis is clearly directed toward the 20-inch touch screen. Dimensions are 36" wide x 30" deep x 66" high.

The brain of the system can fit into a briefcase; the body is more like a traditional jukebox. The music is stored on a hard drive.

Said D'Andrea: "Operators want a self-contained unit with speakers in-

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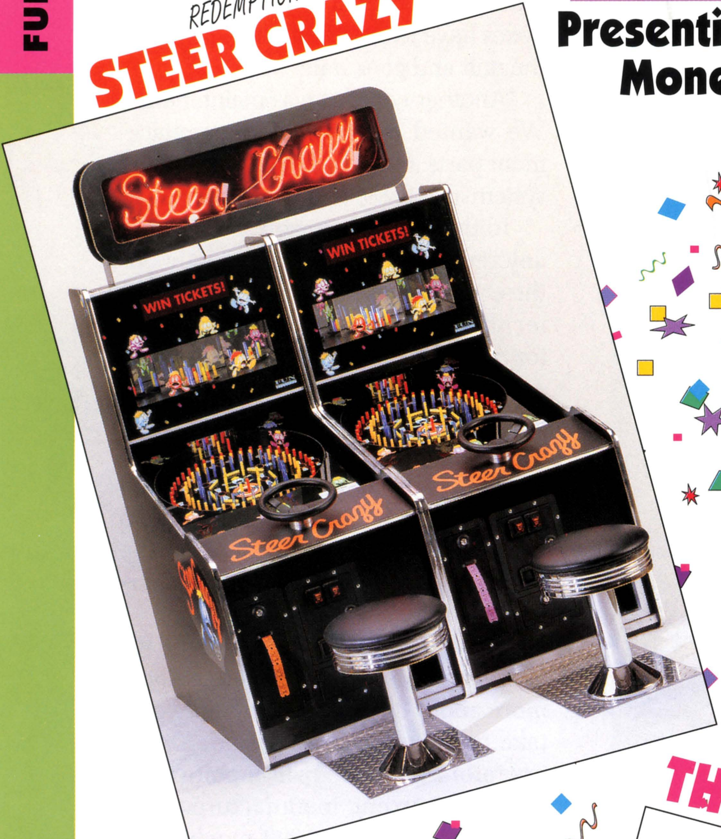
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WIN TICKETS!
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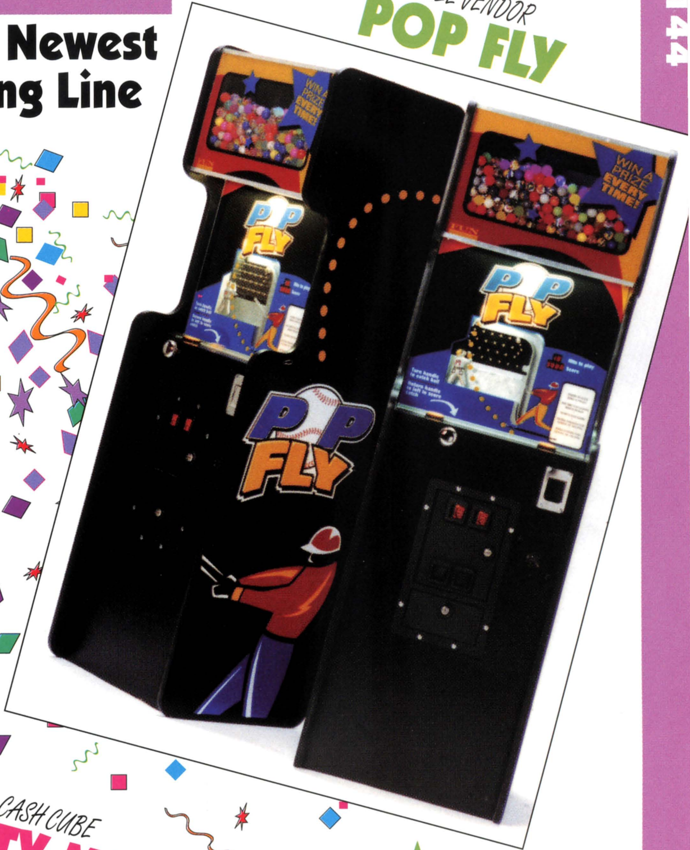
WIN A PRIZE EVERY TIME!
POP FLY
POP FLY
POP FLY
WIN A PRIZE EVERY TIME!

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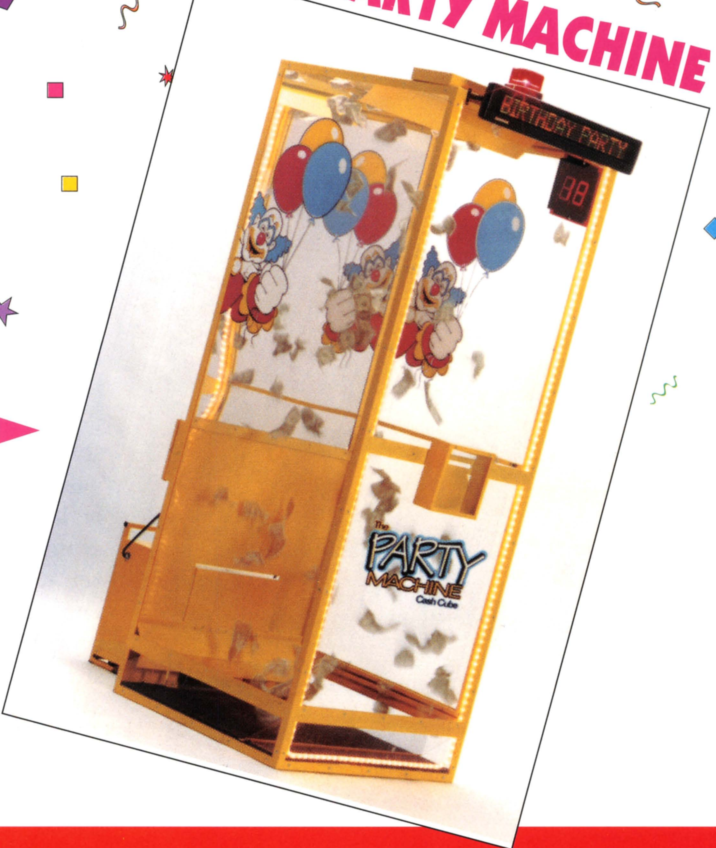
THE PARTY MACHINE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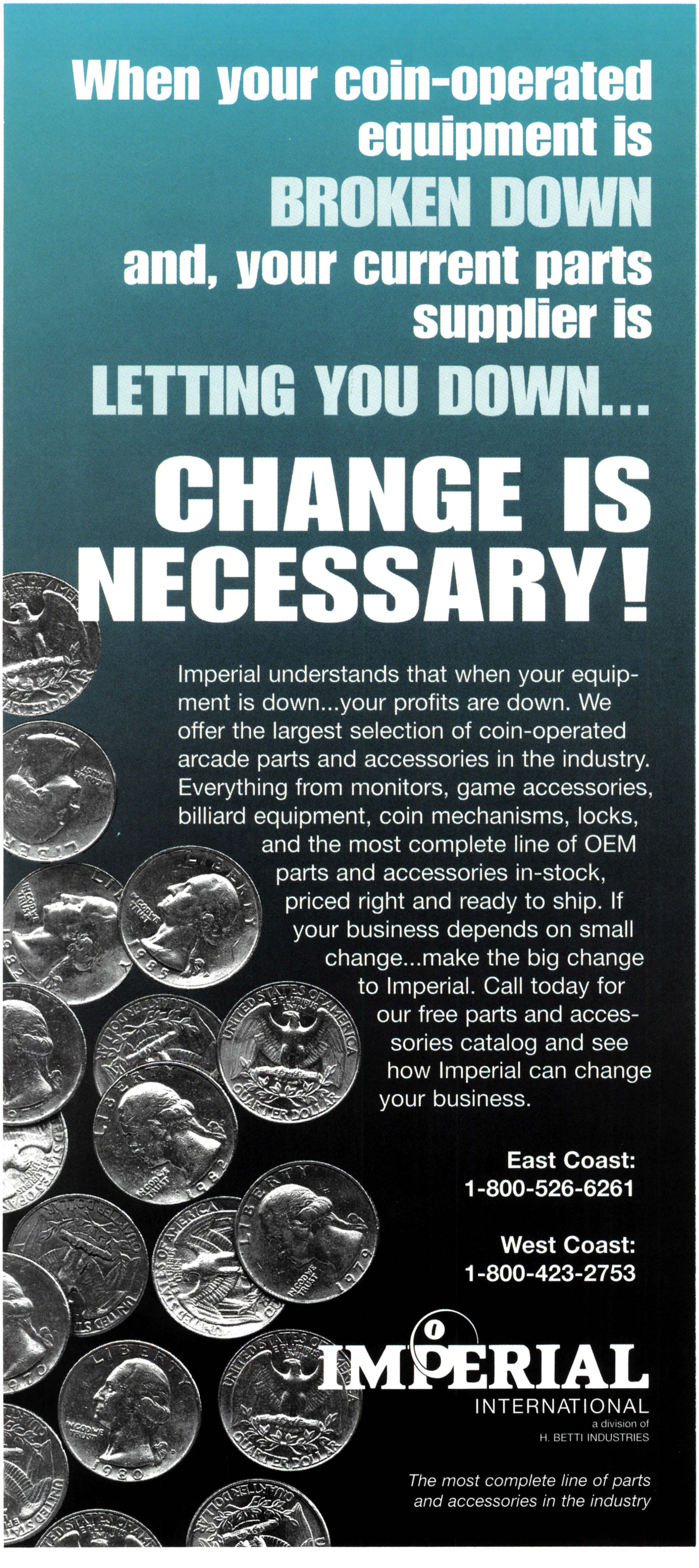

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cluded—that's important."

Mastronardi added, "We looked at regular jukeboxes and told the designers we didn't want a cabinet that relied too much on the box but instead drew attention to the screen. Conventional boxes have a lot of flash that stays with the unit and goes stale.

"Another concern was maintenance. We wanted easily available replacement parts. Our target was making the system as reliable as a video game."

To that end Duchesne assures that any replacement parts are strictly off-the-shelf. Operators won't have to suffer through downtime while waiting for parts.

The physical jukebox was shown for the first time at the Illinois Coin Machine Operators Association annual state meeting in June where Touch Tunes and four other jukebox makers comprised a panel that discussed the future of the jukebox. (See separate article in this issue.)

According to Mastronardi, at the ICMOA event operators wanted to know more about the unit and possibly partake in the pilot test. He said, "Some operators expressed disappointment that the current manufacturers are staying with CDs and not moving forward. We think that CDs will be around for the next five to 10 years; however, their popularity will drop as vinyl dropped."

The pilot test

The company is ready to launch a four-month pilot test program in 20 locations across the United States. The object of the test is to obtain feedback and incorporate ideas from operators for the final product roll-out.

The first units will come with 400 songs and a capacity for 100 more. Test units will be updated on a weekly basis. Halfway through the test Touch Tunes and the operators can see which songs are making money and which ones are not. Music will be downloaded into the hard drive. If the storage medium changes, Touch Tunes can also change. Locations will have keyed access for volume control; a karaoke option can be added by remote.

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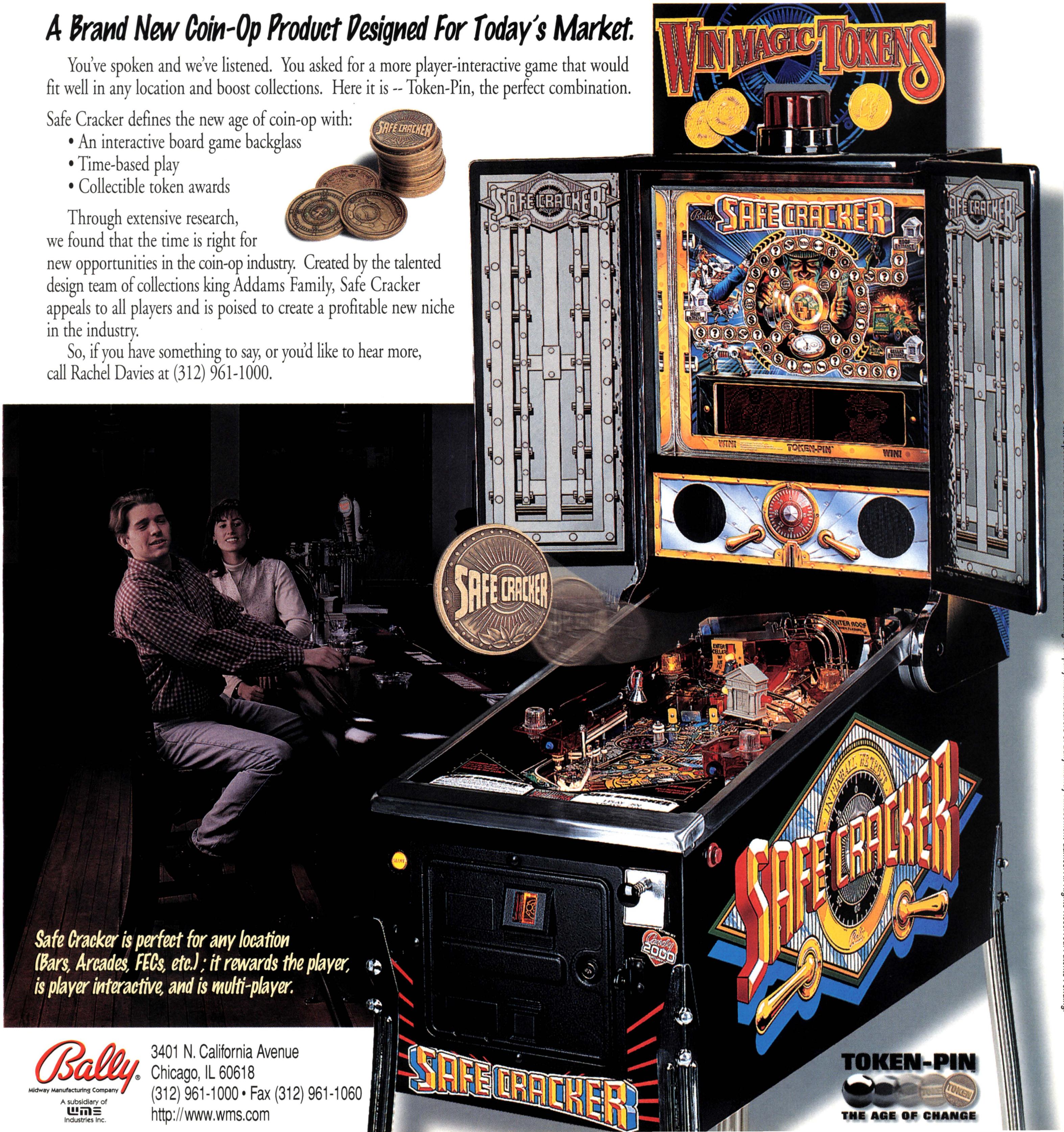

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THE AGE OF CHANGE

Jukebox License Office addresses digital music

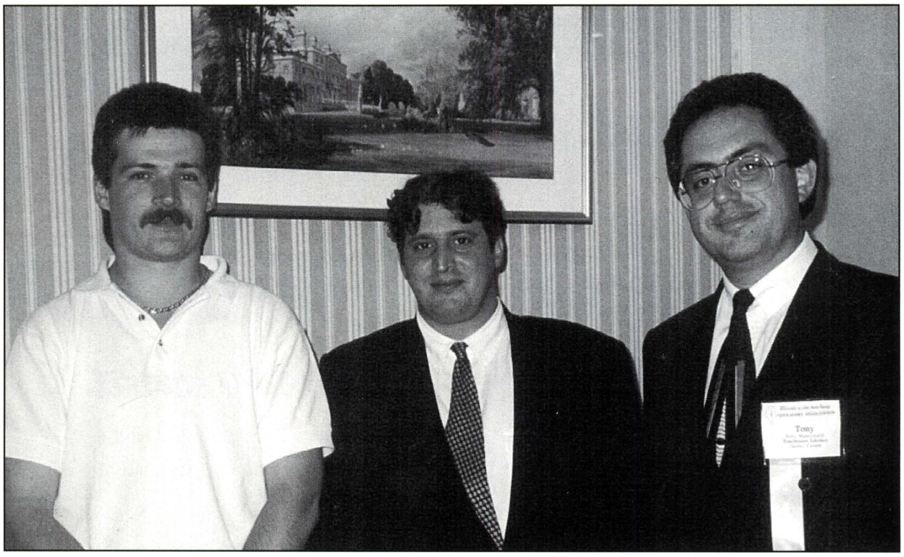
No matter what the technology relating to jukeboxes or how great an idea seems, there's one place that it must pass muster: the Jukebox License Office.

We contacted Melonie Krisza and got the official word on the JLO's stand on digital music. Here's the story: The jukebox licensing agreement is, in effect, a contract between operators and the JLO, which is representing the performing rights societies (BMI, SESAC, and ASCAP). The license fee was negotiated between the performing rights organizations and the Amusement and Music Operators Association, whose members operate some 250,000 jukeboxes.

The agreement defines what will be licensed as "a coin operated phono record player." Since that definition was penned before the advent of CDs, after careful consideration and study, the JLO agreed that CD jukeboxes were well within the parameters of the definition. You might remember that video jukeboxes were deemed outside of the definition and required an entirely different license, one negotiated directly with the performing rights societies.

Melonie explained that with any new technology, like CDs or now digital music, the JLO must review each submission on a case by case basis. In the instance of Touch Tunes, a company currently promoting its digital music downloading system, JLO has offered a Jukebox License Agreement (the same agreement offered to all other jukebox operators) after determining that it was within the parameters of the licensing agreement. This agreement, like all other jukebox license agreements, must renewed each year.

We asked Melonie if there were any potentially gray areas with digital music and here's what she said. "One potentially sticky situation with digital music would be if the video screen (for selecting the music) were to be used for other things, not within the definition of the agreement."



From left: Sylvan Duchesne, Giovanni D'Andrea, and Tony Mastronardi.

Mastronardi, D'Andrea, and Duchesne acknowledged that the price point will be a critical factor. "We want a commercialization package that will be a win-win situation. Ours is not a one-time unit but a constantly updatable compilation jukebox. It won't be a unit for a C or D location; it's not that type of product."

According to Mastronardi, Touch Tunes has seven patents pending with the International Patent Office which has given the all-clear.

He points to conventional jukeboxes as labor-intensive: "With CD jukeboxes someone has to manage the music supply. We will eliminate that. This type of jukebox can have something new every day for customers to discover."

Duchesne commented that while the unit is the newest technology of today it offers some of the benefits last seen with 45 rpm vinyl records. Since most CDs hold only a few true hits, the Touch Tunes Digital Jukebox allows operators to save on the purchase of entire CDs that are underutilized, and instead concentrate on all the top hits in any given music category or by any artist. This will allow operators to better tailor music to location desires.

Mastronardi sees "limitless promotional opportunities," which will create greater interest on the part of record companies and artists. "We literally have dozens of ideas from every record company we contacted (eight)," he said. "The top six control about 85 percent of worldwide music rights and we have approached all of those."

While the AMOA Jukebox Promotion Committee has hired a public relations firm to help promote the jukebox, Mastronardi feels that the Touch Tunes technology will do much more for the jukebox industry because now the record companies can get something from the jukebox industry as well as contributing to it.

Will operators respond to this new technology and the commercialization plan? "It's the type of change where we have to sit down with the operator," said Mastronardi. "It cannot be done casually. We've had exceedingly good support where we could go over the details with operators in person. Every step of the commercialization plan will be done with the feedback of operators.

"For any downloading system to work, the manufacturer has to have an ongoing participation with the unit. You can call it revenue sharing or whatever you want. Some operators may consider this a downside. Yesterday they had 100 percent control. They see this as relinquishing a little bit of that control. Some operators don't see it as a problem; they find it will work well because in this type of association the manufacturer has a vested interest in the product."

For Mastronardi, the bottom line is that like other amusement equipment, jukeboxes must give customers something they can't get at home: interaction and access to a vast library of music titles delivered instantaneously. He intends to provide that service. ▲

Touch Tunes can be reached at (514)762-6244; fax (514)762-6483.

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Software Computer Systems debuts computerized entertainment platform

Talk about location-based entertainment. Another Canadian company has developed a way to offer customized play lists (both audio and video) with a karaoke component and a coupon printer all rolled into one upright touch screen unit.

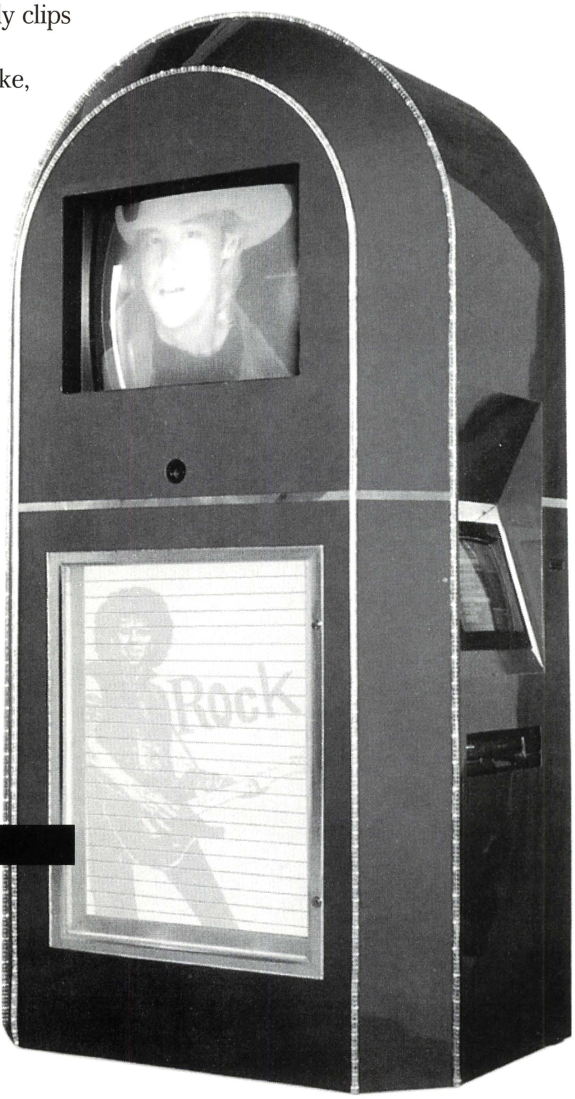
BY BONNIE THEARD

Software Computer Systems International (SCSI) has spent five years developing a new entertainment platform that offers locations multiple attractions housed in one upright unit, the *Mediaplex 2000.*

The Canadian company, which is headquartered in British Columbia, has managed to combine audio and video options that range from a video jukebox to karaoke. The video capability can accommodate sports and comedy clips and other messaging.

In addition to standard karaoke, *Mediaplex 2000* can record the musical singalong for customers who want to purchase the video tape. It is also equipped with a coupon printer that's perfect for giveaways and cross-promotions with national brands, or advertising in general.

Inside, *Mediaplex 2000* has a 29-inch color TV, VCR, and two removable hard drives that can handle 1,800 audio tracks and 200 videos. Since hardware costs are dropping while compression techniques and content are increasing, this new technology provides faster, better, and more capacity, according to Richard Brunette, vice president of sales and marketing for SCSI.



The *Mediaplex 2000.*

Brunette joined four other jukebox representatives on a panel that discussed the future of the jukebox at the June Illinois Coin Machine Operators Association annual

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1. *The 3-in-1 Convertible Rocket*

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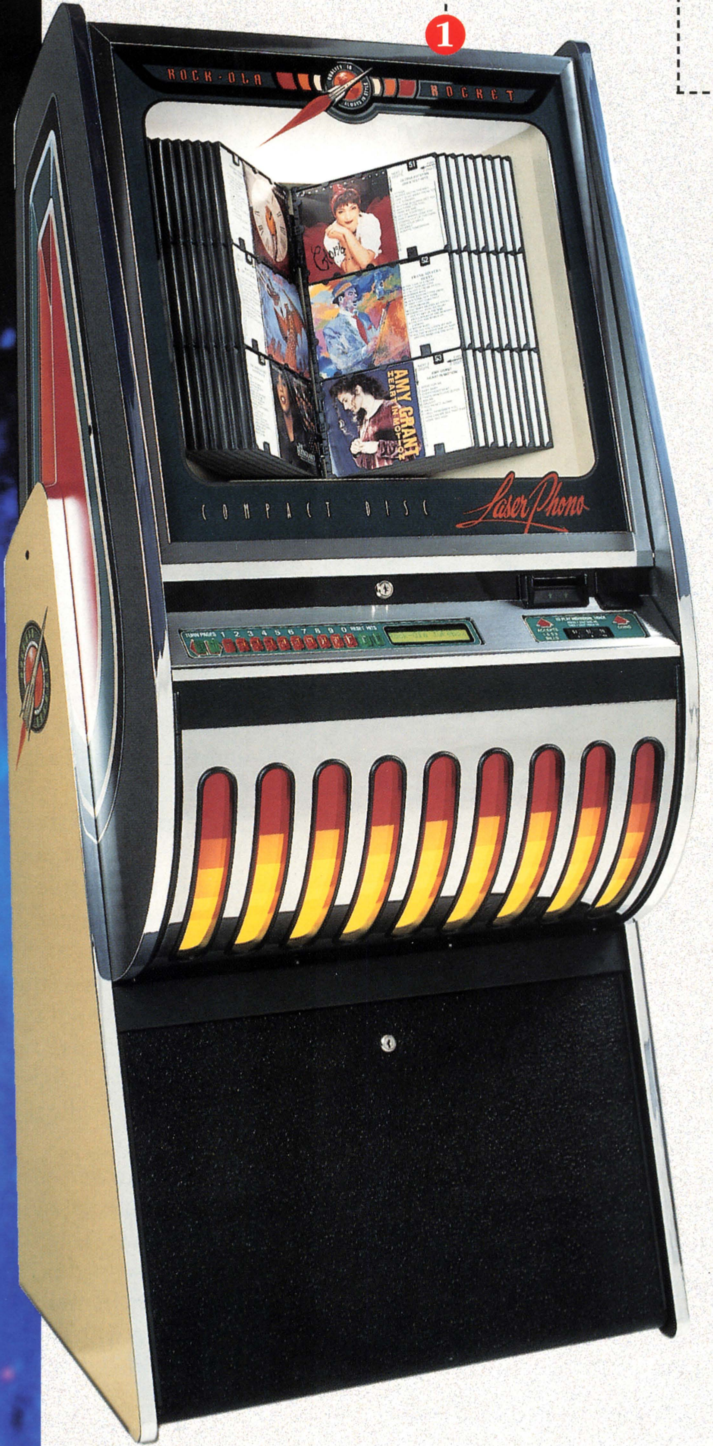
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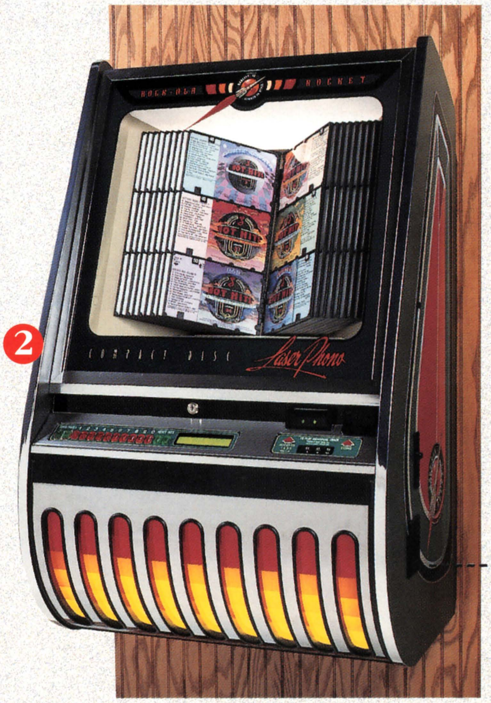
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2. *Wall Mountable Rocket*

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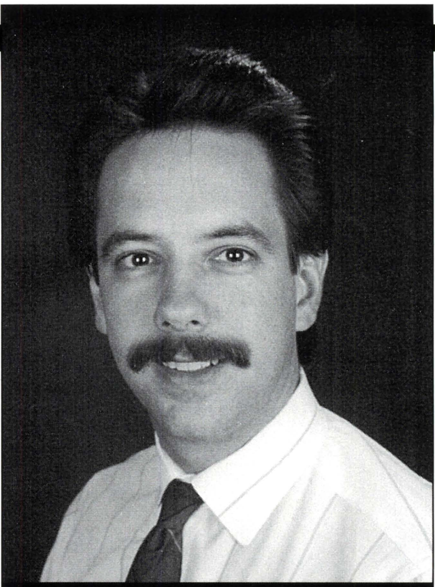
SCSI's Richard Brunette demonstrates he *Mediaplex 2000.*



SCSI sales representative Jim Chapman.

> “This is the future; it will take us into the next century.”

state meeting. (See separate article in this issue.)

At that time he explained that the company has filed patents, arranged licensing with the recording industry, and pre-marketed the *Mediaplex 2000* in taverns in Canada. Patents were issued at the end of 1995, said Brunette. As of late June there were 45 units in Canada and California.

Video jukeboxes are not new, but the capacity of available videos has greatly increased since music videos first came on the scene. Brunette said that between 10,000 and 15,000 music videos are now available.

Updates for the *Mediaplex 2000* music videos can be sent by overnight courier with a resulting swap of one hard drive for another in a plug-and-play system.

Industry veteran Jim Chapman has joined the SCSI team as national sales manager. Regarding record labels, he said, “We have 90 percent of the labels on contract with access to their entire catalogs–past, present, and future.”

He explained that every 30 to 45 days a list of new audio and video releases is available from the labels. With the *Mediaplex 2000* operators will have access to new videos before they are shown to the public. “We can help operators put in the best and newest selections,” he said.

“This is the future;” enthused Chapman, “it will take us into the next century.”

Chapman said the reception to the new machine has started to warm up dramatically: “Distributors are looking at it. We shipped product to a group of distributors in mid-July and plan to assist them with spotlight shows. You have to touch it and feel it; it is hard to describe.”

How are the machines performing? “What we are seeing in locations is that the machine almost doubles what it replaces (traditional jukeboxes),” he said.

He sees the unit as opening the doors for promotions: “It's a strong advertising tool with the coupon

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> **“ *By presenting patrons with a variety of innovative and exciting entertainment options, usage will increase and owners will capture more dollars.* ”**

printer. Record companies like that part because they can promote artists and concerts, give away tickets or backstage passes. They don’t have that many ways to get to the public. Their promotions right now are heavily on radio stations. With the *Mediaplex 2000* they can get to the end-user. Operators can derive revenue not only from what customers play, but by advertising their dart and pool leagues, and enlisting other advertisers.”

Chapman is working to establish a distribution network. “We don’t want to go direct,” he explained. “We want to have a good relationship with both operators and distributors.”

Due to the cost of development and perfecting the system, covering royalty fees, and downloading time, the *Mediaplex 2000* works on a different revenue split. SCSI takes 20 percent of the cashbox, 25 percent goes to the location, and 55 percent to operators.

Chapman says that operators save by not having to purchase CDs and send an employee to change selections in the jukebox. The suggested vend price is 50 cents per play or two plays for $1. Locations can draw more of a crowd with the new unit, eliminate the DJ on certain nights, and enjoy the benefits of advertising and promotions.

“We’ve added so much more onto the jukebox,” said Chapman. “The hard drives can be recycled and reprogrammed. As technology gets better the unit will immediately jump up to that level because the hard drives are interchangeable.”

Company president Norman Knowles summed up the advantages of the *Mediaplex 2000*: “It will change the way owners provide coin drop entertainment to their customers. By presenting patrons with a variety of innovative and exciting entertainment options, usage will increase and owners will capture more customer dollars.”

Software Control Systems Intl. can be reached at (604)278-7950; fax (604)278-7953. ▲

Surf’s Up!

Catch Play Meter on the Internet.

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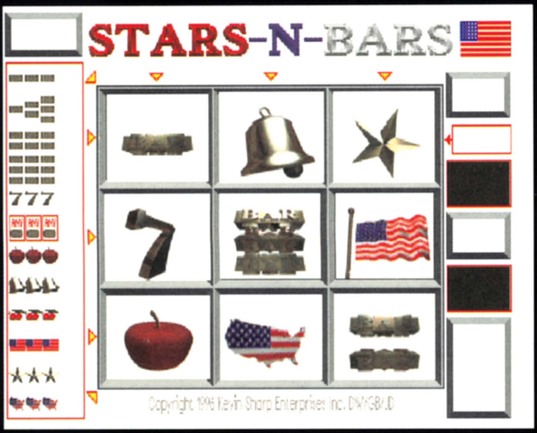
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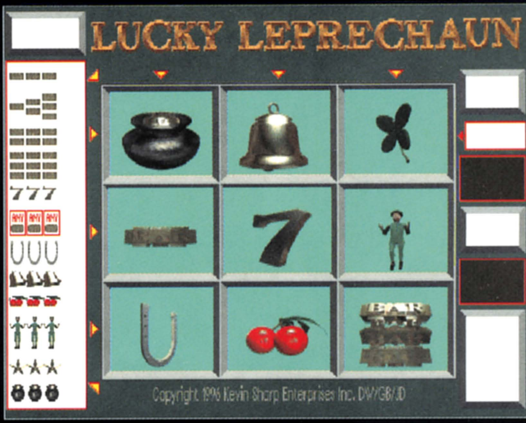
Stars and Bars
8-line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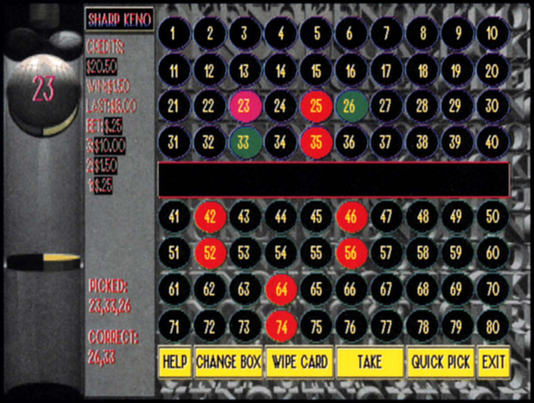
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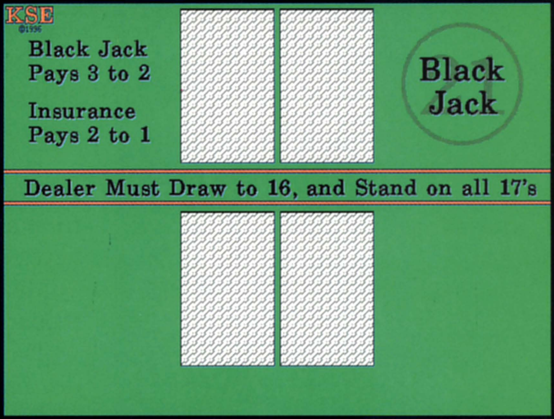
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Muzicom enters the digital MUSIC WORLD

When the concept of digital music emerged over 10 years ago, there weren't many supporters, mainly because technology was not sophisticated enough to make it a reality. Technology has advanced but the question still remains whether the industry is ready to adopt a new system of offering music to their customers.

BY VALERIE COGNEVICH

Muzicom Audio Systems is an Australian computer audio technology company, with this objective as explained by Muzicom's managing director Trevor McDonald: "to further develop and market the audio management software that has been under development since 1991 for storage and retrieval of digitised audio signals and the data associated with them."

The company notes that it was quick to recognize that with the technological changes occurring within the music industry (in particular the way in which music was being distributed by the record companies following the change from 45 rpm to CD), and ongoing discussions about the next format (the minidisc in the early '90s and the double/quad density CD), that there was an opportunity to produce a jukebox which would no longer be subject to any future changes in the format.

This awareness was the catalyst that resulted in Muzicom's development of its *Apollo* jukebox **(see photo)**. This jukebox was designed to protect its owners from any future changes in the music distribution format. Muzicom firmly believes that this music system is the future of audio entertainment.

Muzicom has taken this software development to the level that it exists today by producing a total software alternative to the conventional jukebox as we know it now.

The system is fully computerized. Muzicom has all of the music stored on hard disc on an individual track basis. Title strips, CD covers, and the code for music selection are replaced by simple alphabetically arranged lists displayed on a computer screen, which is controlled by six easy to operate game-style keys.

This software enables instant access to computer-stored digital audio signals, which are linked to a data base that contains all details of the audio files–artists' names, song titles, album names, record companies, and music categories, etc. Access to the music files is via the database. In the jukebox form the access is via alphabetically sorted lists of artist names and song titles. Access to these lists is via a menu of music categories.

These categories, for example, are Top '40s, '90s, '80s, '70s, Country, etc. Song selections are made by highlighting the desired song and then pressing the select key. The database software then instructs the computer sound card to play the associated digital audio file. The software enables simultaneous selection and playing of an infinite number of music tracks in the order selected, which emulates a conventional jukebox operation.

Muzicom's philosophy is to have its system simple enough for anyone to oper-

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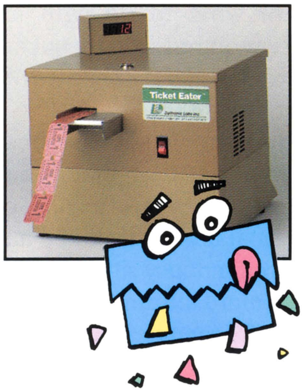

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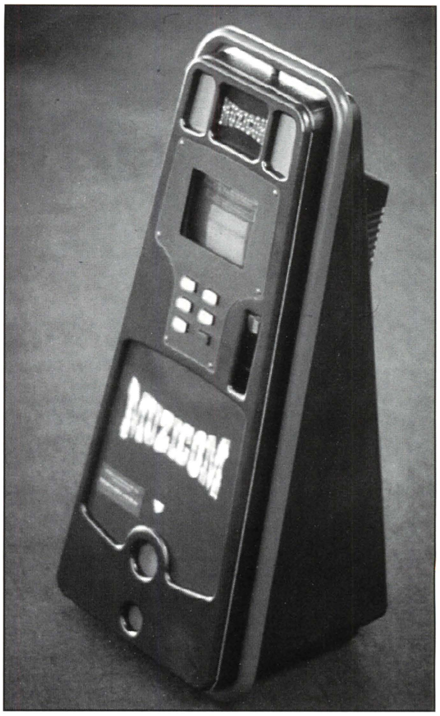

Apollo jukebox

ate, even those with no computer skills. These jukeboxes, which have been in operation in Australia for some time, have gained both market and user acceptance. They have proven to be a viable alternative to CD jukeboxes in their operation, reliability, and lower operational costs. "These jukeboxes are not a product under development, they are a reality, being sold and operated in the Australian marketplace," explained McDonald.

The Muzicom system is totally independent of constantly changing, so called software standards because the company has utilized industry standard hardware-based (chip) digital compression/decompression technology. This system eliminates the problem of what to do with music no longer required, and the jukebox itself is never redundant because of its componet design.

Muzicom calls its jukebox "future proof" by ensuring that its buyers are protected from future changes in music format and by avoiding any equipment redundancy situations.

For more information, contact Muzicom, 7 Lavender Close, Glenmore Park, NSW 2745, Australia; (61 47)33-5662; fax (61 47)33-5145. ▲

LEAGUES AND TOURNAMENTS

- ✓ Arachnid created the first soft-tip dart league format in 1977.
- ✓ 16 state regional tournament circuit throughout the US.
- ✓ $250,000 BullShooter World Championship tournament tour.
- ✓ $100,000 ten-event BullShooter Finals.
- ✓ Automatic calculation for NDA "SPRE" and points per round.

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- ✓ The leader in modem-based communications between office computers and route equipment.
- ✓ Dart, hattrick, triple, win, bust and coin-op sound selection
- ✓ Operator selectable features without flipping switches
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- ✓ --Coins per credit

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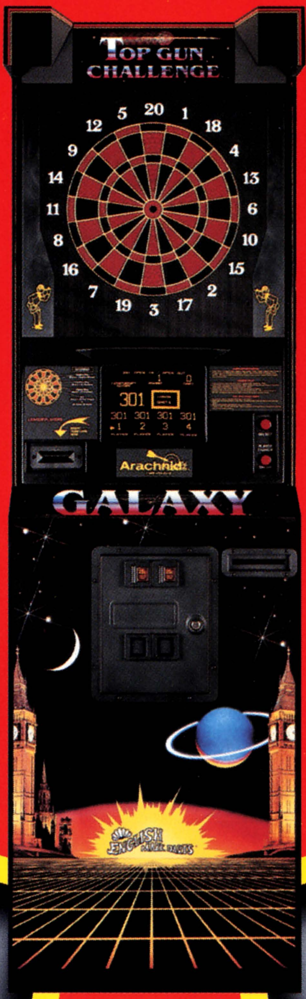

Originator of Electronic Darts

SUPPORT AND PROMOTION

- ✓ Seven trained league specialists available to operators for software setup, league management, promotion and tournament operation.
- ✓ Top Gun Challenge promotion that rewards players at the local level and advances to a $15,000 final.
- ✓ BullShooter Magazine
- ✓ Software Bulletin Board and
- ✓ Tech Tips Newsletter

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- ✓ Exciting new games --
- ✓ Wild Card Cricket --Cricket with a Surprise
- ✓ Bermuda Triangle --A Game You Can Get Lost In
- ✓ Automatic Handicapping gives "spot" darts during league mode.

Arachnid INC.®

Arachnid, Inc. 6421 Material Ave., P.O. Box 2901, Rockford, IL 61132 800-435-8319 815-654-0212 Fax 815-654-0447

Arachnid

In 1974 Arachnid Inc. was incorporated by Mike Tillery, who helped design and develop the electronic dart game for the U.S. market with the help of Rudy Allison who ran a small machine tool company for which Tillery worked. The name Arachnid is the Greek word for spider, making reference to the design of a dart board.

While initial acceptance was slow and the product was a far cry from today's machines, at least one operator in Green Bay, Wis., developed the products extensively in his area and enough games were sold to generate moderate success. The first dart league was started in Rockford, Ill., in 1979.

In 1981 Marcio Bonilla joined the company with Sam Zammuto following the next year to generate additional sales of the *English Mark Darts* game. Commitment to operator leagues and continued growth saw the company move to a new facility in Rockford, where it is still located today.

In 1984, an injection molding department was established to make all plastic parts and the first BullShooter Magazine dart journal was published. Two years later the first BullShooter World Championship Finals took place in Chicago with four events, $25,000 in prize money, and over 1,000 entrants. This year's Finals saw 10 main events, $100,000 in prize money, and over 6,000 competitors.

Along with continuing to improve the quality of its dart game, Arachnid has also focused its attention on marketing product internationally, and in the late 1980s Einar Askvig was named manager of European operations. In 1988 Arachnid was named Illinois Exporter of the Year by the U.S. Small Business Administration,

The following year the company saw management changes: John Martin replaced Paul Beall and became co-owner with Tillery, and the two named William Ward to run the company as president.

In 1991, the company began selling its new *Galaxy* game, which collects and records league statistics for operators by using a memory card the size of a credit card. Today, Arachnid has over 90,000 games on site, and that figure is growing.

"Arachnid is committed to enhancing its position as the leading supplier of coin-operated dart games by continuing research and development and improving its manufacturing system to enhance both quality and production efficiency," a statement of company goals says.

For product information, contact Arachnid Inc., P.O. Box 2901, 6421 Material Ave., Rockford, IL 61132-2901; (815)654-0212 or (800)435-8319; fax (815)654-0447.

Current products

Galaxy: Features include a hands-off league management system that automatically records all data for NDA "SPRE" points-per-dart and marks-per-round for national player ranking, remote information retrieval option, all the most popular games, and the Top Gun Challenge ladder to promote play. The game menu includes: 301/501 Open In/Open Out, 301/501 Double In/Double Out, 301 Open In/Master Out, 701 Open In/Double Out, Tic Tac Darts, Gotcha, Bermuda Triangle, Count Up, Low Ball Cricket, Wild Card Cricket, Cut-Throat Cricket, Team Cricket, and Cricket 200.

Conversion Kits: Any English Mark Darts game with a monitor (Series 6000 or higher) can convert to the Galaxy. Features include automatic player change, double bull's-eye, and Smart Target. Kits contain a main board, power supply, league card reader, decals, new Arachnid Web, wire harness, instructions, and templates. 6800 conversion kits adapt later model games.

6500 Super 6 Plus II: This model offers three Cricket games for two to four players and a switchable double bull's-eye. Standard are the Arachnid Web, Spider Writer, League Shot, variable price switching, auxiliary TV hookup, and accumulating credits. Conversion update kits are available.

Oak Cabinet Super 6 Plus II: A dart game designed specifically for placement in finer establishments. It is crafted of real oak with all the features of the Super 6 Plus II, including a full menu of nine games. Available options are a bill validator and stacker.

The Galaxy

Top Gun Challenge
Arachnid
GALAXY
English Mark Darts

Arjay Export Co.

"Arjay Export was organized during the period that I (Bob Jones) worked for Si Redd at Redd Distributing Co. in Brighton, Mass., way back in the dark ages of the 1960s. I really got into the export business exclusively for myself about 1969. In 1970 I formed Robert Jones International and that same year permitted Bally to become the majority stockholder that gave that organization the opportunity to become a major distributor for all of New England and upstate New York.

QUARTER HORSE

Quarter Horse

"I left that organization to devote 100 percent of my efforts to the export market, originally for amusement games. Later gaming equipment became the main thrust.

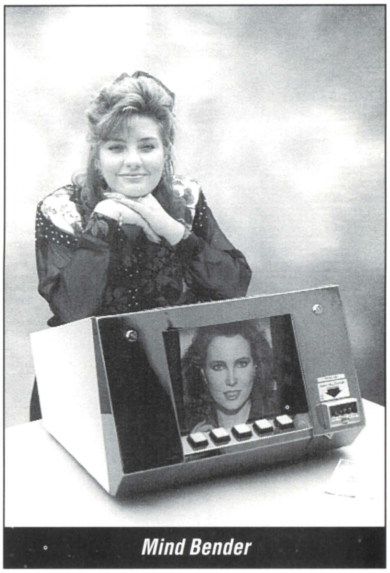
"At this time my son Bruce is arranging to buy out the business and will begin operating as Prestige Games about Sept. 1. He plans to continue with the exportation of all types of casino games as well as producing other games for the amusement and casino market."

If you'd like to hear more about Arjay's Quarter Horse game, please contact them at 1645 Falmouth Rd., E-2, Centerville, MA 02632; (508)771-6088; fax (508)771-6119.

Current products

Quarter Horse: This is a video recreation of quarter mile horse races from Los Alamitos Race Track in California. This two-player game gives the player all of the thrills of being right at the track, watching each race. This game has been a great success for more than 15 years, and continues to find new markets worldwide.

J. Nelson Technology



Mind Bender

J. Nelson Technology specializes in the design and manufacture of bar games and ships its products all over the world. Mr. Nelson takes credit for inventing the first countertop poker and blackjack; for nearly 20 years he has shipped a wide variety of coin-op games.

The company says that adult games are going to be the most played and can be priced the highest. Thus it introduced the *Mind Bender* countertop game. After three years in development, J. Nelson Technology is now supplying operators with a game that the company says will outperform any other bar game on the market.

For more information, contact J. Nelson Technology, 741 Lakefield Road., #B, Westlake Village, CA 91361; (805)379-0131; fax (805)374-1354.

Current Products

Mind Bender: Adult countertop video game. It features a high definition 14-inch color monitor; tough all steel cabinet; and a bill acceptor. It comes with options for all levels of nudity including no nudity.

Imperial International

Imperial is a division of H. Betti Industries. It was founded by Bert Betti in 1955 as Eastern Novelty Co. Many years later the name was changed to Imperial Billiards, which evolved into Imperial International.

In the beginning, Imperial was primarily interested in serving the billiard industry. However, because of its strength in music, game, and vending distribution through Betson Enterprises the coin-op national parts division was born. With 10 years under its belt, Imperial is now one of the leading and best stocked parts houses in the country. The line includes exclusive rights to the Peter Chou power supply which is currently used by many OEMs.

Said Paul Cardea, "Our goal is to become the vendor of choice for operators, distributors, and manufacturers both in the states and around the world. We offer a broad line of quality products, attractive pricing, and good service.

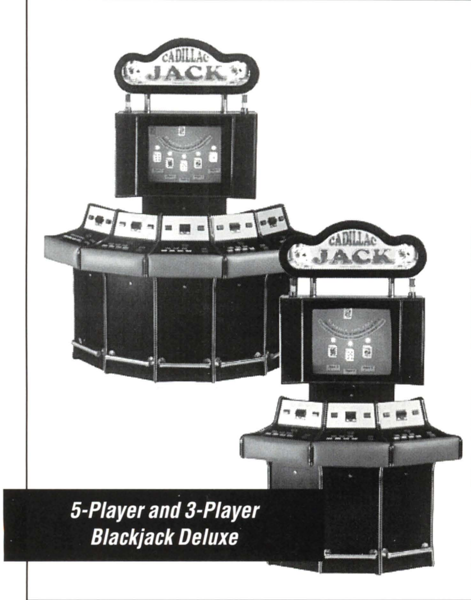
"The industry as we know it is changing. Our intention is to change with the times and continue to offer the parts, supplies, security items, and all related products necessary to keep operators up and running."

On June 15, Imperial reintroduced its *Premier* coin-op foosball table. You can find out more by contacting either of Imperial's two offices: 621 W. Route 46, Hasbrouck Heights, NJ 07604; (201)288-9199; fax (201)288-8990 or 5116 N. Azusa Canyon Road., Irwindale, CA 91706; (818)962-1024; fax (818)962-1311.

Current products

Premier: This foosball table has been reintroduced with new and exciting features.

SEE IMPERIAL'S AD FOR THE NEW PREMIER TABLE ON PAGE 82



5-Player and 3-Player Blackjack Deluxe

Cadillac Jack

The maker of the renowned *Cadillac Jack Blackjack*, Cadillac Jack Inc. brings over 40 years experience into the coin-op business. The company has complete design, manufacturing, and marketing capabilities and can provide both new and used amusement equipment to fit any need.

With a strong emphasis on redemption and a reputation for quality products, Cadillac Jack's goal is to provide the best and most innovative games for its customers.

"We see the future of coin-operated card games progressing toward multiplayer games and redemption," said the company's Matt Edwards. "Increasing the interaction between players promotes an interest toward the game and more play. We feel that by taking advantage of new technologies (for example, better graphics and sound) and increasing the quality of games through better cabinet design to service the customer as well as the operator, we will help to assure the future of the coin-operated gaming industry."

For product information, contact Cadillac Jack, 1804 I Montreal Ct., Tucker, GA 30084; (800) 684-4263; fax (770) 908-1790; e-mail (cjack@harb.net); Web address (www.harb.net/Cadillac Jack).

Current products

5 Player and 3 Player Blackjack Deluxe Models: This game features live Vegas style blackjack with Vegas rules that allow three or five players to play against each other. Features include 33" VGA monitor; multiple decks; dual speakers with audio prompts; printer, ticket, or hopper configurations; multiple redemption modes; and internal bookkeeping with individual station audits.

3-Player Street Models 1 & 2: The three-player street models offer a Vegas-style blackjack game in a compact cabinet centered around a 27" monitor. It has the same features as the deluxe models and is perfect for bar and restaurant locations.

One Player: One player can play one to three hands of blackjack per game against the dealer. Features include multiple decks; flashing buttons to assist play; multiple redemption settings; printer, ticket, or hopper configurations; internal bookkeeping; and adjustable bonus features.

Cherry++: This new 8-liner complies with the redemption laws of every state. Some features include symbol settings, spin mode or window mode, a progressive option, attractive cabinet design, internal bookkeeping, and multiple configurations.

Rowe Intl.

LaserStar Venus

A pioneer in the coin-op music business, American Musical Instrument Co. (AMi) began in Grand Rapids, Mich., in 1909 as a manufacturer of nickelodeons. When power amplification and the 78 rpm phonograph were introduced, AMi found itself in a unique position to take advantage of the new technology. In 1927 AMi introduced its first jukebox.

Rowe/AMi's strategy is simple: make the best product so operators can get the biggest cashbox, the best performance, the most plays, and the greatest long-term value for their money.

The company's research and development and engineering departments are continually working to improve jukebox performance and profitability as part of its overall dedication to operators' success.

In evaluating the current market, Rowe says the CD jukebox continues to be revolutionary, producing long-term and steady income. "We are now seeing CD jukeboxes filtering down to smaller locations. We believe operators will continue to expand their CD jukebox routes."

For product information, contact Rowe Intl., 27 Druid Hill Dr., Parsippany, NJ 07054; (201)334-0973; fax (201)334-0985.

Current products

LaserStar Venus and LaserStar Caliente 100F: A combination of yesterday's art deco and tomorrow's futuristic look, the jukebox features a new title display containing 12 full-sized CD jackets next to easy-to-read title strips. The motor driven pages will accommodate up to 100 CD albums and title strips.

LaserStar Eagle: A wall-hung jukebox designed to merchandise 100 CDS with eight full-sized jackets displayed beside easy-to-read title strips. It is equipped with a coin acceptor as well as a Rowe bill acceptor and comes with 70-volt standard speaker hook-ups for easy installation.

MM-2: Rowe's compact jukebox for smaller spaces has eight full-sized CD jackets that are diplayed beside the title strips. The motor-driven pages can be flipped by push button controls and can be expanded from the factory setting of 64 to accommodate up to 100 CD albums and title strips.

LaserStar CD Wallette: Multitable, multibooth, or remote room locations are ideal for this jukebox designed to work with a Rowe CD Hideaway or LaserStar jukebox. Pricing, lockouts, premiums, and most popular selections are controlled by the parent phonograph. All money received by each CD Wallette is recorded in the parent phonograph's computer. Speakers turn off after the final selection made on the Wallette is played.

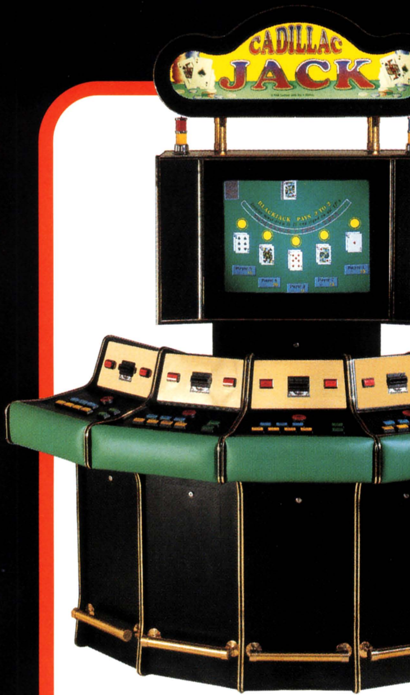
LaserStar Nostalgia CD: Crafted with traditional quality and workmanship an a 21st century sound system and easy push-button page flip feature, the jukebox features a real wood veneer and chrome-plated metal casting.

CADILLAC JACK

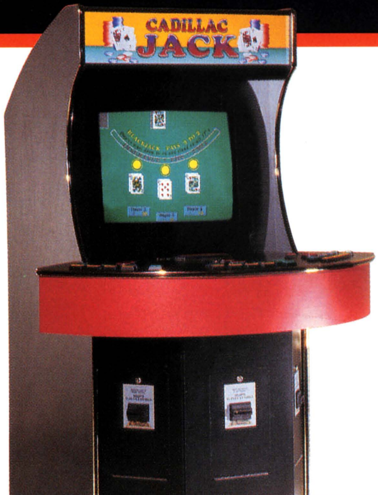
© 1995 Cadillac Jack, Inc. • Atlanta, Georgia

Vegas Style Blackjack with Vegas Rules

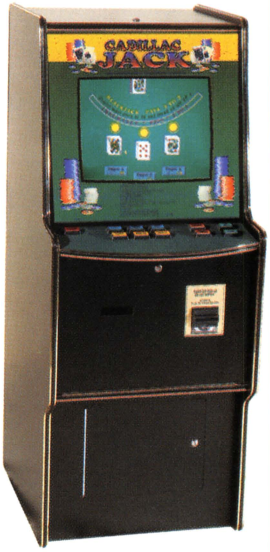
- 1, 3 and 5 player models
- Attractive design
- On wheels to ease movement
- 19",29" & 34" VGA color monitor
- Multiple Decks
- Buttons flash to assist play
- Secure cash box
- Easy to install
- Dual Speakers with audio prompts
- Multiple redemption settings
- Printer, ticket or hopper configuration
- Built-in security with alarms
- Internal book keeping with individual station audits
- Programmable date time and location



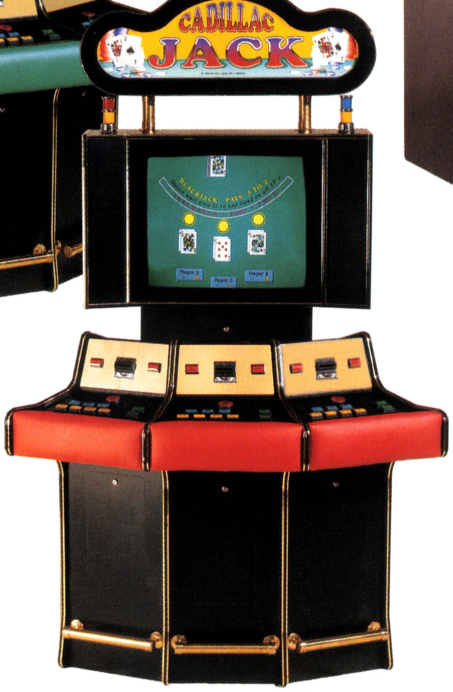
DELUXE 5-PLAYER
Total dimensions:
92"w x 82"d x *75"h



3-PLAYER STREET-1
Total dimensions:
52"w x 52"d x 75"h

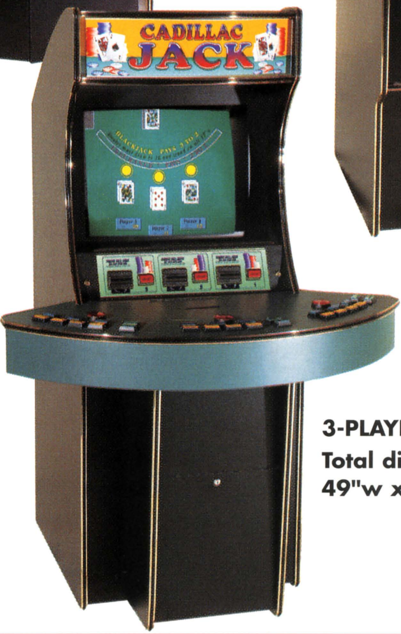


ONE PLAYER
Total dimensions:
25"w x 30"d x 60"h

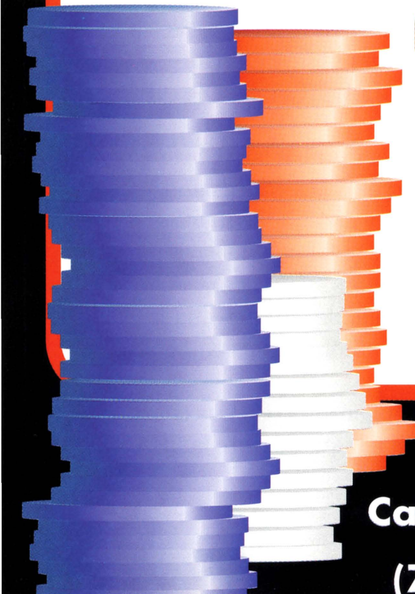


DELUXE 3-PLAYER
Total dimensions: 62"w x 82" x *75"h

*Deluxe marquee extra 18" - 24"h



3-PLAYER STREET-2
Total dimensions:
49"w x 49"d x 75"h



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Brady Distributing

Brady Distributing was founded in 1945 by C.B. Brady, and is now headed up by his son and company president Jon P. Brady. With offices in Memphis, Miami, and Orlando, as well as an 84,000-square-foot facility in Charlotte, N.C., the company employs 140 people.

Serving as a distributor, the company represents most major brands of coin-op amusement games and vending machines and supplies parts and service in North Carolina, South Carolina, Virginia, Tennessee, and Florida.

Companies represented include: Atari, Bally, Capcom, Konami, Merit, Midway, Micro Mfg., Namco, Sega, SNK, Williams Bally/Midway, Rowe, Valley, Automatic Products, Dixie Narco, Hamilton, Amana, Sharpe Microwaves, Coinco, and Mars Changers. The company is also the exclusive importer of *Rene Pierre Foosball* and BWB Newarks' *Sunset Skillstop.*

Looking to the future, Brady had a few predictions: "A trend toward larger games has developed and the number of street operators has diminished, but business at BDC continues to be good. Advanced technology in consumer products will probably affect sales of regular games, but tournaments and other promotions should compensate for this."

For product information, contact Brady Distributing Co., 2708 Yorkmont Road, P.O. Box 19269, Charlotte, N.C. 19269; (704)357-6284; fax (704)357-1243.

Current products

Rene Pierre Foosball 2000: This table features hard-chromed outside rods; hard-varnished beech furniture finish on the cabinet; locking device by the latch; steel inside ball chute; light shock absorber springs; adjustable number of balls for each game; and removable gerflex base for easy cleaning.

Sunset Skillstop: Features on this game include coin or token play, an optional bill validator, ticket or token payout, adjustable percentage payout, electro mechanical and electronic accountability, CD quality sampled sound effects, digital displays for player communication, and high quality cabinet construction with double locked cashbox.

Rene Pierre Foosball 2000

Global Billiard Mfg.

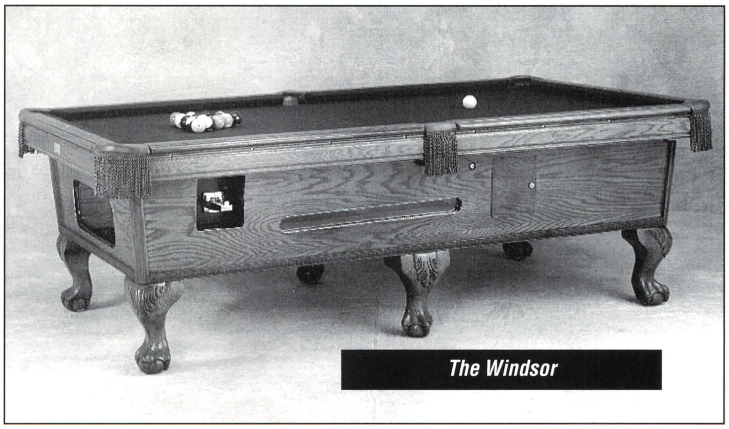
Commercial and coin-op pool table manufacturer Global Billiards was founded 30 years ago in Los Angeles, and the company continues to pursue its goal of improving the quality and reliability of its tables through customer feedback.

The company believes that with recent improvements in the image of pool, upscale locations that previously shunned such equipment are now considering it. This in turn has lead to a wider player base which includes women and younger players.

"This trend will continue as owners recognize that upscale tables not only compliment their location, but also help to grab the attention of their customers and keep them there longer," says Global's Scott Gramstrup.

All of Global's coin-op tables feature a magnetic or oversize cue ball separator, solid hardwood rails with a high pressure laminate and full size professional K-66 cushions, slotted ball runs, steel slate support system, lockable trap door, and an internal steel cashbox.

For product information, Global Billiard Mfg., 1141 Sandhill Ave., Carson, CA 90746-1314; (310)764-5000; fax (310)764-5019.



The Windsor

Current products

Buckingham: Distinctive cherry finish laminate with solid turned maple legs and hand finished leather pockets, as well as solid oak rails with a high-pressure laminate added to the railtop for increased durability, are some of the features.

Windsor: The table comes with a durable lacquer finished oak veneer cabinet with solid oak carved legs and leather pockets, which are available with either fringes or a leather shield. Other features include solid oak rails with full profile cushions. Custom stain colors are available.

Old Timer: This table is now available in a new mahogany laminate finish with black leather pockets and gold accent trim.

Coin: Available in black or mahogany, the Coin is constructed of top-grade plywood with a high pressure laminate and heavy die-cast chrome metal corners.

Imagination Leisure

Imagination Leisure has been building air hockey games for over 23 years and claims there are no finer products. The company prides itself on its quality engineering, attractive designs, and durability for years of trouble free service.

Imagination says: "We are bullish on the market for air hockey games. These games continue to earn and earn and earn. They provide the best return on investment in the industry."

For product information, you may contact Imagination Leisure at 251 Dixon Ave., Amityville, NY 11701; (516)842-4242; fax (516)842-0532; e-mail (imagine@panix.com).

Current products

Neon Aire: This air hockey features dramatic hot neon lighting and stainless steel top.

Rainbow Aire: This air hockey features a big digit side scorer, designer rainbow colors, and stainless steel top.

Neon Aire Black Top: This air hockey has dramatic neon lighting and super-tuff black mica top.

Rainbow Aire Black Top: This air hockey features the big digit side scorer, designer rainbow colors, and super-tuff black mica top.

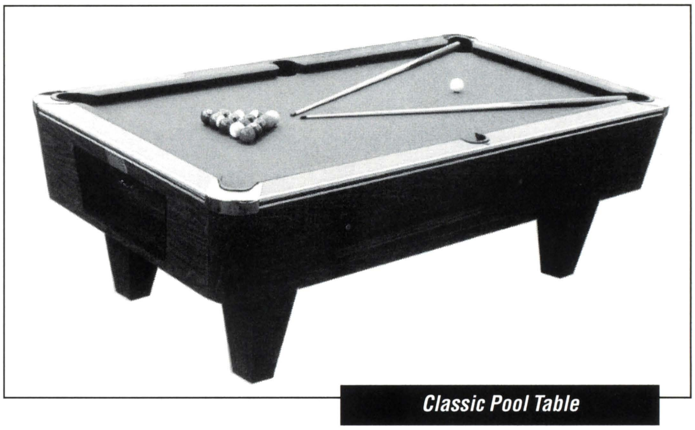
SST: This air hockey, described by the company as the industry standard, features a stainless steel top.

SST Air Hockey

American International Shuffleboard

American Shuffleboard was founded in 1928 in Union City, N.J., where it remained until 1991. When the founder died in 1963 his widow guided the company with the help of Dick Delfino, Sol Lipkin, Nick Melone, and a talented staff.

In 1991 Dick Delfino purchased the company and moved it to its present location in Hackensack, N.J., retaining Sol Lipkin, the nucleus of the personnel, and the specialized machinery.



Classic Pool Table

Delfino says of the industry: "It seems to adjust itself every few years. The new products quickly become old and obsolete, but the tried and true money-makers such as pool and shuffleboard continue to earn profits for the operator. This causes them to make statements like 'return to the basics.' I believe that our present condition shows that basic equipment sales are back. Ours are as brisk as they have ever been."

For more information, contact American Intl. Shuffleboard, 308 Railroad Ave., Hackensack, NJ 07601; (201)488-2889; fax (201)488-0770.

Current products

Royal Shuffleboards: Features overhead scoreboard, lights, and pingate. Available in 9', 12', 14', 16', 18', and 22' lengths.

Royal Cushion: This coin-op 12' shuffleboard is available with attractive features like pingate control and rail-type electric scoreboard.

Bankshot: This shuffleboard comes in a 9' length.

Classic Pool Table: This attractive table comes in 6', 6-1/2', 7', and 8' sizes. Features include clog proof ball system, fewer moving parts, and a larger cashbox.

Bumpa Pool: This is a bumper pool table with attractive features. It is shipped with a complete package of accessories.

Circuit Board Sales

Circuit Board Sales has been in operation for over three years, specializing in used equipment and circuit boards. The sales and technical department has over 50 years of combined industry experience, which provides the strength for Circuit Board Sales to continue to excel in the future.

The company has this to say about the current state of the industry: "Is your cup half full or half empty? A positive attitude must be maintained as the pros and cons are weighed in each state. The industry fluctuates as the economy does. Planning for the future always works."

For more information, contact Circuit Board Sales, 335 Hill Ave., Nashville, TN 37210; (615)256-7748; fax (615)256-7523.

Current Products

8-Liners: A complete line of programs and cabinet styles, including the new Cherry '96 and Fruit Bonus '96.

Merit Industries

From its beginnings in 1977, Merit Industries has strived toward providing the highest quality and innovative adult coin-operated amusement games in both tavern and street venues. Presently Merit strategically bases its products on a core family of games: *Megatouch, Scorpion Darts, Typhoon Table Hockey,* and adult games.

This product base, according to Merit, is designed to have long market life and is flexible enough for future updates. This product structure and market definition has enabled Merit to add value to its games by developing products with its customers in mind. Merit has introduced a competitive atmosphere to its entire product line.

Merit credits its growth to its commitment to operator success. "Dedication to the success of the street operator is our core philosophy," declared Pete Feuer, founder and president. He added, "Success as a manufacturer rests solely on the success of operators who buy the games. If the games aren't making money, your business is going to be short-lived. Operators are the backbone of the industry."

Merit offers its countertop systems at a reasonable cost allowing fast return on investment. It also offers operators an Easy Pay Program, which provides a 120-day trial period until the first payment with factory-assisted financing.

MEGATOUCH video
Merit Industries, Inc.
MEGATOUCH video

Megatouch

Whenever possible, Merit strives not to obsolete products by new system releases. This was demonstrated through its board updating credit program. Rather than incurring the expense of total unit replacement, Merit provided operators with a brand new system at close to the cost of a chip upgrade.

For more information about Merit and its products, contact them at 2525 State Road, Bensalem, PA 19020; (215)639-4700; fax (215)639-5346; e-mail (http://meritind.com).

Current products

Megatouch IV: This is the latest in the Megatouch series. It features classics like Run-21, Solitaire, Royal Flash, and Trivia Wiz. In addition it offers three new games: 11-Up, Conquest, and TriTowers.

Megatouch Tournament Edition: This game allows operators to run competitive, skill-based competitions through fully programmable, automated tournament play.

Mega XL: Merit is working on this next generation of the Megatouch series. It will feature enhanced graphics, quicker game play, and new games.

Scorpion 9000: This electronic dart system has all the benefits of its predecessors with the addition of innovative features. It offers a challenging selection of games including the featured game, 321 ZAP.

Scorpion DX: All the amenities of Scorpion 9000 with added features. It optimizes a VGA LCD panel display which eliminates bulky monitors.

Typhoon Air Hockey: This fast and quick table features larger air holes, solid-steel railings, and an aerodynamic puck. The attractive color scheme consists of bright neons framed in black trim.

Amusement Card Games: Merit's series of tavern entertainment card games to meet individual states' regulations.

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Compuscale
Weighing machines are proven performers and the Compuscale is the industry standard. You'll get a fast return from a low investment thanks to these unique features:

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321 ZAP™

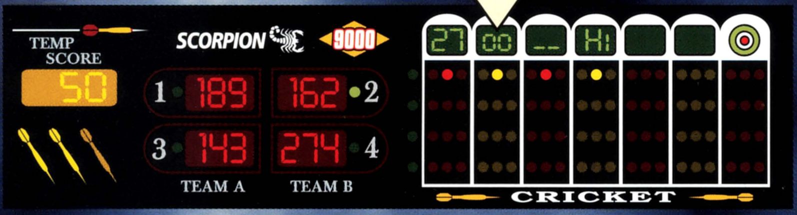
The Merit innovation* that's electrifying darts! Easy to play! A challenge for all!

A SCORPION™ 9000 EXCLUSIVE!

It's a race from 0 to 321 points. The fun starts when one player ZAPS another by matching their score exactly. The ZAPPED player starts over at zero, ready to come back and ZAP the other players. Here's the final twist – overshoot 321 and the excess points are subtracted, an opportunity to BACKZAP an opponent by catching them on the rebound.

The unique features are clearly displayed on the new "9000" overhead, eliminating the work and making 321 ZAP *fun, fun, fun!*

00 INDICATES PLAYER THROWING
27 POINT SPREAD TO ZAP THIS PLAYER
-- PLAYER IS BEHIND THROWER – CAN'T BE ZAPPED
Hi PLAYER IS AHEAD BY MORE THAN 100



- •ENERGIZE YOUR ROUTE with Merit's powerful promotions – posters, table tents, decals, T-shirts and more!
- •RUN 321 ZAP LEAGUES! 321 ZAP includes a team option.

The new "9000" also includes
BURMA ROAD™, CRAZY CRICKET™, WILD & CRAZY OPTIONS™, plus, plus, plus!

START ZAPPING TODAY – IT WILL PAY!

See your Scorpion 9000 distributor.

* Patent pending

For more information
Call 1-800-523-2760
215-639-4700 FAX 215-639-5346

Merit Industries, Inc.
2525 State Road • Bensalem, PA 19020

P & E Technologies

While the company may be relatively new, the faces are familiar to many in the coin-op industries. P & E Technologies was founded in 1995 by president Phil Cornick, customer service director Ed Kaba, operations manager Mike Marinelli, and marketing representative Mike McWilliams.

The company's 10,000-square-foot facility is based in Atlantic Highlands, N.J., and employs 10 people. Its philosophy is based in the need to earn customers' respect and loyalty by providing not only the best product but the best service and technical support as well.

"Our relationship doesn't end with the sale; it begins with the sale and continues indefinitely through servicing the customers' ongoing needs," explained Cornick.

For product information, contact P & E Technologies, 500 Central Ave., Atlantic Highlands, NJ 07716; (908) 872-9800 or (800)979-9800; fax (908)872-0003.

Current products

The Bar Topper: This UPS-shippable countertop with swivel base, 9" or 13" monitor, and Mars DBA with 400-bill stacker is available in all 8-line programs including Wing, W7, W8, W10, W11, W15, W17, Lucky Bingo, Lucky 74, Blitz, Bank Robbery, Cherry Master, Super Cherry Master, Cherry 96, Fruit Bonus 96, Cherry Angel, Cherry Bonus III, Magical Odds, Treasure Island, Super 2 in 1, Wild Cat Super, and many more. This countertop is now available with a ticket dispenser.

The Bar Topper: Also UPS-shippable with swivel base, 9" or 13" monitor, and Mars DBA with 400-bill stacker, this stylish countertop is offered in a host of the industry's best poker programs including features like random bonus, super bonus, Aces or Jacks, Strip Girls, Flush Fever, Hi-Lo Double-Up, adjustable percentage, auto raise bet, and draw. Now available with a ticket dispenser option.

Draw Poker 13": Choose from a large selection of makes and models including Kramer, SMS, Blitz, BTR, and Wing. Features include a works-in-the-drawer cabinet, rear access panel for easy monitor adjustment, and games that range from plain draw poker to sophisticated auto programs with digitized graphics and on-screen menu programming.

Draw Poker 19": Another works-in-the-drawer cabinet with rear access panel and all top quality components. Program features available: random bonus, super progressive bonus, Aces or Jacks, quarter or nickel, Strip Girls, digitized graphics, Flush Fever, auto features of bet, raise, and draw. Options include DBA, ticket dispenser, token dispenser, and progressive play.

Sitdown Poker: This stylish sit-down cabinet is made with all the finest components and is designed with the comfort of the long-term player in mind. It is also available in a vast selection of the best poker programs. Options include bill acceptor, ticket dispenser, token dispenser, and progressive display.

Texas Fruits and Bells: In full compliance with SB#522, Texas Fruits and Bells is the only legal 8-line game for Texas and is another P & E exclusive. The game is based on W7 graphics and has separate credit and score columns. Cross Bell Fever is a particular favorite with the players. Bill acceptor and ticket dispenser come standard with this one.

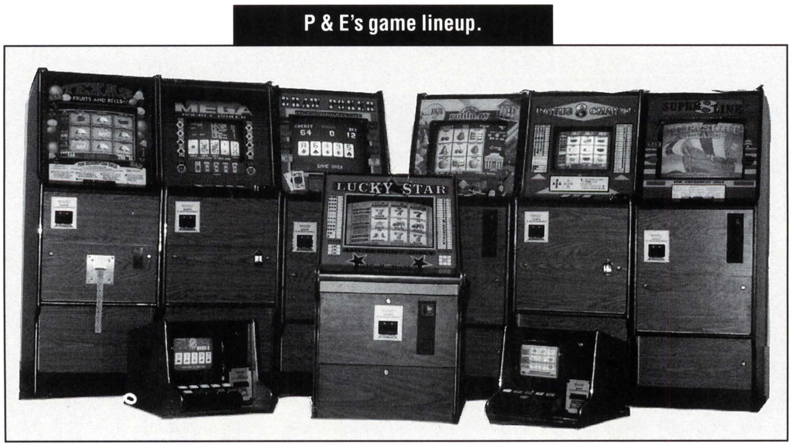
Iowa Fruits and Bells: This game complies with Iowa code 99b10 and has a positive ruling in the Supreme Court to prove it. Features include built-in skill stop, superb W7 graphics, Cross Bell Fever, automatic ticket dispensing, pre-printed tickets, and all games come standard with bill acceptor and ticket dispenser.

High Score 8: This special Wing/ P & E project has done away with accounting, knock-off, and has separate score and credit columns. It is based on the W7 graphics and has a large selection of operator-settable options. This program has huge potential to be recognized as a legitimate amusement device in those areas which have been shut down.

Wing 8 Liners: Choices include W7 (Skill Chance), W8 (Bonus Chance), and W11 (Lucky Star). All P & E games are available in 9" or 13" countertops, 13" uprights, 13" miniuprights, 19" uprights, and 19" sit-down cabinets. P & E is an authorized Wing distributor. All uprights use the company's exclusive works-in-the-cabinet design. Options include bill acceptor, ticket dispenser, token dispenser, and progressive display.

8-Liners: Available in 13" upright, 13" mini, 19" upright, and 19" sit-down versions, all of the company's exclusive cabinet designs are available in any one of P & E's list of 8-line programs. They are also available with bill acceptor, ticket dispenser, token dispenser, and progressive display.

P & E's game lineup.



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FRUITS AND BELLS
MEGA
DOUBLE POKER
DRAW POKER
LUCKY STAR
BONUS CHANCE
SUPER 8 LINE
NOW AVAILABLE! CHERRY MASTER '96

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The biggest selection and the best prices anywhere including: W7, W8, W11, Cherry Master, Cherry Angel, Super 2 in 1, Magical Odds, Cherry Bonus III, Gold Slot, Bank Robbery, Treausre Island and Treasure Island 94, High Speed Bonus. Riverboat, Jackpot Bonus, Mega Double, Lucky Girl, Handy Card, Poker Genius, Bingo Club, Go-Go Star, and many more!

NEW! NEW! NEW!

THE INDUSTRY'S MOST POPULAR COUNTERTOP IS NOW AVAILABLE WITH TICKET DISPENSER

Top notch Customer Service and Technical Support!

Great prices and quick turn around on:

-all poker and 8-line pcbs
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-Leisure bill acceptors
-monitors
-ticket dispensers
-power supplies
-and much more. Call today

NEW WILD CAT SUPER

The Hottest new 8-line board since Cherry Master!

-adj. on screen jackpot
-bar fever
-bell fever
-cat fever
-new double up mode (win up to 50 times original win)

Great graphics and audio. Available in dedicated pcb or kit for Cherry Master board!

SPECIALTY PROGRAMS

FRUITS and BELLS:

Approved in Iowa for use according to Iowa code 99b.10 and is also in compliance with the new Texas redemption law.

HIGH SCORE 8:

Features separate CREDIT and SCORE columns and high score initial entry which makes its' game play parallel to all other amusement games. It's legal in states where other games are not!

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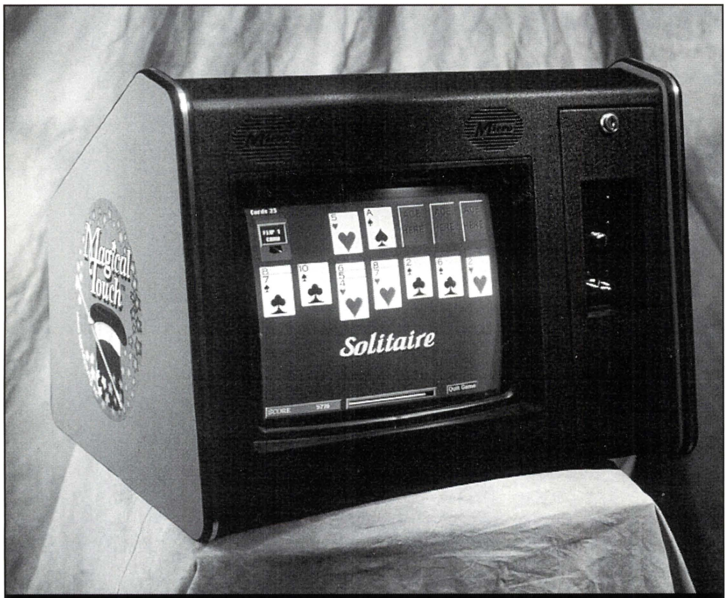
Micro Mfg.

Micro Mfg. was founded in LaVergne, Tenn., just south of Nashville, in 1988 with a product line that was based on the company's own software, *Turbo Poker II,* and its related products, as well as imported game programs.

In 1992, the company was purchased by Larry Hartley of Illinois, who has extensive experience as an amusement game route operator. At that time the company expanded its goals to include serving all areas of the coin-op industry. Later that same year, Micro started its 24-hour service department in order to give customers technical help when they need it, not just during business hours.

Heading up the company's current product line is the *Magical Touch,* multitouch screen unit. Also part of the product line is the *Micro Mustang* pool table, and the company is currently developing its own coin-op CD jukebox. In the final stages of design, the unit will be unveiled at AMOA '96 in Dallas this fall. It will include a newly designed multiformat (music/video/information) player and a new user-friendly cabinet.



Magical Touch

In assessing the state of the industry, here's what the company had to say: "We see the amusement industry as one that is emphasizing the work horses, both old and new. These pieces offer the street location a form of entertainment and interaction that can't be duplicated on a home video game screen.

"The pool table is a piece of equipment that operators know as one that has always been included in their routes, has always made consistent income, and probably always will! Another piece is the jukebox. We see many opportunities for the increased utilization of the storage capabilities of a CD jukebox and will be introducing them in the near future.

"The new die-hard coin-op piece is the countertop touch screen unit. We see this as a section of the industry that has yet to be fully developed. New strategy games and interactive games will keep this unit fresh in the market for many years. Also, the compatibility of these units which happen to be PC-based will allow upcoming technology to offer new features which we can only today imagine. In fact, it is our belief that the PC-based game will itself become an industry standard in the years to come for just that reason."

For product information, contact Micro Mfg., 535 Old Nashville Hwy., P.O. Box 1209, La Vergne, TN 37086; (615)793-5510; fax (615)793-5512.

Current products

Magical Touch: A touch screen multigame system that offers traditional favorites like Trivia, Sex Trivia, Solitaire, Joker Poker, Blackjack, and Hangman, as well as new hits including Diamond 11's, GO 4 21, Poker Scramble, and Squish. The cabinet is all steel mounted on a swivel base with VGA monitor and all glass touch screen and has an optional bill acceptor with stacker. Other features include on-screen bookkeeping, diagnostics, and 16 screens of advertising. Also now available is the Magical Touch Tournament game version which provides a means for rewarding the skillful player with prizes. The tournament is set up by the operator, who determines the type of promotion, length of time, price per play, game to be played, the prize pool, and whether the tournament will be repeated on a preset basis.

Major Poker: A popular five-card poker game from PAL featuring vivid graphics with on-screen dealer, enhanced sound effects, exciting fever and double-up rounds, and the capability to control an external device (light, siren, progressive unit, etc.) during the strobe effect fever mode. Available in two upright cabinet styles, as well as 9" or 13" countertop, 13" minicabinet, or sit-down cabinet.

Micro Mustang: This 7' pool table features a 3/4" one-piece slate, adjustable pricing up to $1, magnetic cue ball, and a one-piece ball return system. It comes complete with four pool sticks, rack, and Belgian balls.

Turbo Poker II: A Micro original and all-time favorite five-card poker game that features raise, hi-lo bonus, extra cards, and automatic deal and draw. Available in two upright 19" cabinet designs as well as 13" miniupright, 9" or 13" countertop, or sit-down cabinet. It can be purchased as a kit including board, plexi, buttons, harness, and manual. Special programs for Iowa and Texas are available.

Magical Odds: This 8-line game from PAL has a unique color odds feature combined with joke fever and red joker buttons. Game play is fast paced and repeat play is encouraged by the multiple models who show up in the double-up game. It is available in upright, 13" mini, countertop, sit-down, or kit form.

Magical Tonic: From PAL also, this 8-line game contains the same unique color odds feature and comes in the same versions as the Magical Odds game. Other features include number fever, pair chance, and a double-up game.

Pal's DYNAMITE DUO

Magical Odds And Magical Tonic

©™ ©

MAGICAL ODDS FEATURES

RED JOKER BONUS
Catch a Red Joker and win Bonus Points!

JOKER FEVER
Fever Spins are awarded when three Jokers appear in a row.

MAGICAL ODDS
INSTRUCTIONS

MAGICAL TONIC FEATURES

NUMBER FEVER
Get three of any symbol in a row and start the number window spinning!

PAIR CHANCE
If the Number Window stops with two pairs of numbers, a Special Win is awarded!

MAGICAL Tonic
MAGICAL ODDS
INSTRUCTIONS

BOTH GAMES FEATURE

Special Color Odds * Hi/Lo Double Up Game * Superb Graphics And Sound

GAMES ARE AVAILABLE IN

9" and 13" Countertops * 19" Upright Cabinets (Two Styles To Choose From)
19" Sit Down Cabinet * 13" Mini Cabinet

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Fax: (615) 793-5512

NSM-America

As the distribution center for NSM-A.G. for North, Central, and South America, NSM-America has seen its market presence grow steadily throughout its 17 year history. Located in Bensenville, Ill., the company provides sales distribution and after-sale support for NSM's 100-disc coin CD jukebox products.

The parent company, NSM-A.G. is one of the world's leading manufacturers of advanced audio CD changer mechanisms. Headquartered in Bingen-am-Rhine, Germany, the company was founded in the early 1950s by Herbert Nack, Gerhard Schulze, and Wilhelm Menke.

With roots in strong manufacturing and engineering abilities, the company's milestones include the 1974 introduction of the world's first computer-controlled coin-op jukebox and the 1989 introduction of the world's smallest and fastest CD jukebox. Its no-touch CD changer mechanism, which cradles the CD in a protective plastic tray, has an average exchange time between songs of 2.5 seconds.

In addition to its changer technology, NSM's jukeboxes include over 100 programming features which allow them to be used in the most appropriate manner, including timeclock, adjustable pricing, and adjustable volume settings.

Marketing manager John Tracy notes that input from American operators is incorporated into the design of its products. To sufficiently support its products, NSM-America has increased its inventory of spare parts and improved its level of technical support through increased staffing and training seminars.

"While NSM maintains the strongest CD technology on the market, it is continually evaluating new technologies as to how they will fit into the coin-op marketplace," Tracy explained. "While one or several of these new technologies may become available in the future, NSM strongly believes that the CD jukebox is a viable product and will be for years to come."

For product information, contact NSM-America, 1158 Tower Lane, Bensenville, IL 60106; (708) 860-5100; fax (708) 860-5144.

Current products

Digital Thunder: This full-sized floor model features an intriguing, eye-catching rotating mechanism at the top.

Digital Thunder Wall: Patrons get a chance to watch the CD changer work in this jukebox designed to be mounted on the wall.

Digital Thunder

Performer Grand 2000: A beautiful floor model drawing on a previous favorite, this jukebox has laser-transmitting beams and color-pulsating rods shining throughout the mirrored cabinet.

Performer Wall 2000: A wall version of the Performer Grand 2000, the Performer Wall offers a sharp appearance with its ebony and silk-screened front glass and animated laser beam.

Emerald Ice: This jukebox offers the attraction of viewing the CD changer through a real emerald with a green shimmer of light creating an emerald design.

Nostalgia Gold: With an old fashioned appearance and an up-to-date sound, its features include solid walnut cabinet, metal and chrome trim, and multicolor gel tubes.

Playfair Shuffleboard

Founded in 1932 by current president Brian Crowl's grandmother and father, Playfair Sales has more than 60 years experience in the coin-op amusement business. That heritage and a keen sense of opportunity spurred Crowl to launch the Playfair Shuffleboard Co. in 1982.

With the same commitment to individualized service, quality products, Midwestern values, and a love of new challenges, Playfair Shuffleboard manufactures private club quality tabletop shuffleboards for the personal, tavern sports, and coin-op entertainment industries worldwide.

Capitalizing upon shuffleboard's timeless popularity, the Ft. Wayne, Ind.,-based company is pushing this 15th century English sport to the forefront of leisure activity with its perfect combination of strategy and success.

The company has also developed a video presentation, "Set 'Em Up...Slide," which showcases the competitive and profit-making potential of tabletop shuffleboard and Playfair products.

For product information, contact Playfair Inc., 7021 Bluffton Road, Ft. Wayne, IN 46809-2705; (219)747-7288 or (800)541-3743; fax (219)747-0470.

Current products

Grandmaster Series Shuffleboard: Standard features include three-inch maple playing surface, polyurethane finish, silk screened graphics, fine wood cabinetry, microprocessor scoring, recessed lamps, and available play barrier control.

SHUFFLEBOARD
Grandmaster Series Shuffleboard

Valley Recreation Products

Valley has been in business over 50 years, surviving any number of cycles the industry experienced. Beginning its 51st year, Valley has a new owner, the New York-based Fenway Partners. But even with new owners, Valley forsees only positive changes. Valley CEO Dick Shelton and marketing director Scott Schroeder are excited about the new ownership, viewing it in a totally positive light.

Valley is best known as the founding sponsor of the Valley Eight-Ball National Association (VNEA), which began 15 years ago under the leadership of then-president Chuck Milhem, who saw the league potential in pool based on his vast experience in the bowling industry. Today VNEA boasts 70,000 sanctioned players and 350 charter holders.

Valley is also a sponsor of the National Dart Association and notes that electronic darts are becoming a success story with operators just like pool. Operators are experiencing consistent revenues from the dart machines and league management.

Valley had this to say about the industry: "We are fully optimistic about our industry and our company in the months and years ahead. With our recent acquisition of Tornado Table Sports we are strongly positioned to take full advantage of the new opportunities we see ahead.

"This confidence is rooted in our objectives for successful coin machines—high quality games with prolonged useful service life, plus proven programs that help operators gain increased revenues.

"As an important part of our over-all marketing approach we will continue to grow and maintain our recognition as the industry's 'league and tournament company.' These programs continue to be the promotions of choice with most operators. The VNEA is the best example. It is growing at a rate approaching 19 percent per year.

"We will continue to build confidence in our products by listening to our customers and aggressively pursuing new products and new opportunities with new strategies and new programs that promise significant opportunities."

For product information, contact Valley, 333 Morton St., Bay City, MI 48707; (517)892-4536; fax (517)892-6513.

Cougar IQ Darts

CRICKET
VALLEY
1 2 3 4 5 6 7
119
102
48
108
VALLEY

Current products

Cougar IQ: This is the latest model of Valley's electronic darts and features interactive, monitor-presented selection system, card reader to identify team players, electronic transmittal of scores, and automated scoring.

Cougar HB: This is the standard floor model of the Cougar electronic dart series. It features simple three-button, color-coded selection system.

Cougar Wall: This wall-mount electronic dart game is handy for locations with limited space. Has all the features of the HB model.

ZD-6: This pool table stands up to hard, continuous use. Features include simple, reliable cue ball separator; regulation 2-1/4" Belgium balls; solid Poplar hardwood cushion and top rails; triple-plated die-cast metal corners; and double reinforced, compression-molded fiberglass legs.

The Leopard: This pool table features the latest electronic components and operator-selectable dip switch settings. It can be set for rack or time play.

Image series: These pool table reflect the location's decor. There are three models: Contemporary, Country, and Traditional.

Tornado Table Hockey: Both coin-operated and time play are available with a number of proven features including thick 100" laminate with special wearplate on the playfield and heavy duty propylene legs. Includes a heavy duty blower system for enhanced puck movement and minimized noise.

Tornado Foosball: A selection of models are available in coin-operated or time play versions. Features include positive 9-ball drop, patented long-life bumpers and split bearings; and patented foot design for superior ball control.

Why do Valley tables look better after 10 years on the street?

If you're a Valley operator, you already know why.

Because it takes time — and lots of use — before all the little things we build into our tables really start paying off.

Things like flat-ground Italian slate.

Never more than ten-thousandths of an inch difference anyplace on the playing surface. We check and flat-grind right in our factory to make sure. Players do come to know the difference, especially tournament-level players.

Or take something so simple as our pocket liners.

No one really thinks much about it when they buy our tables, but when the time comes to replace the pocket liners, they'll appreciate the difference. You only have to remove two screws and the old liners are out, new ones slip in. Ours are rubber, too, not plastic.

Then there's our "vandalizable" cash door assemblies.

They don't mean much to anybody either, until the inevitable happens ... a break-in. Then you'll find that the vandals got what they were after, all right, but they didn't destroy the table doing it. Most likely, all you'll have to replace is a set of bolt-in cash door framing stops ... and you're back in business.

Here's a real boring difference.

All of our tables are the same. Exactly the same. That one won't sound like much either until you go to swap a part from one table to another. Or order a new part. It'll fit. Because even our wood parts are built to exacting specifications. And our component parts like Ball View Door Assemblies and Cash Box Assemblies all fit in different size and model tables, and in most all older models.

Other tables might look like a Valley. But look a little deeper.

If copying someone is a form of flattery, we've been flattered silly over the years. But not very deeply. Look at all the little things and you'll find some big "little differences."

Or wait 10 years or so and you'll probably find most of them anyway.

We age well.

VALLEY
Commitment To Excellence

Toll Free: 1-800-248-2837

333 Morton Street • P.O. Box 656 • Bay City, MI 48707
Phone: (517) 892-4536 • FAX: (517) 892-6513
Canada/Int'l: (517) 894-6175 • FAX: (517) 892-9446

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Williams Electronics Games

Williams Electronics Games, the company that has produced innovative redemption, video, and pinball games for decades, has expanded its focus and energy into the growing multigame touch screen arena.

Said the company's Marty Glazman: "The multigame touch screen market has experienced remarkable growth and sell-through penetration over the past few years. We waited until the market expanded to the point where there is a significant demand for an adult entertainment, advanced technology product like our new *Touchmaster.*"

Williams sees *Touchmaster* as a product that will meet the demands of an ever-changing and ever-evolving audience base for new, affordable coin-op attractions with the added bonus of being easy for the operator to maintain.

The company plans to add to the original library of nine games that includes card games, word games (standard and adult versions), a shell game (Shell Shock), new basketball video (Hot Hoops), and a licensed game from *Ripley's Believe It or Not.* Said Glazman: "We recognize that regular updates with high-quality games are key to sustaining the highest collections possible over the long term for this type of game."

For product information, contact Williams Electronics Games Inc., 3401 N. California Ave., Chicago IL 60618; (312)961-1000; fax (312)961-1060.

Williams designs, licenses, and sells games under the Williams, Bally, Midway, and Fun House trademarks.

Current products

Touchmaster: A multigame touch screen unit available in both countertop or classic upright models that includes tournament mode options for competitive play, sharp on-screen digitized graphics and advanced animation, dollar bill acceptor and coin mech, water-resistant screen, and operator-adjustable games and features. A lock-down bar, independently locked stacker, and coin cashbox are added security measures.

21
SOLITAIRE
SELECT A GAME
HOT HOOPS
CREDITS: 24

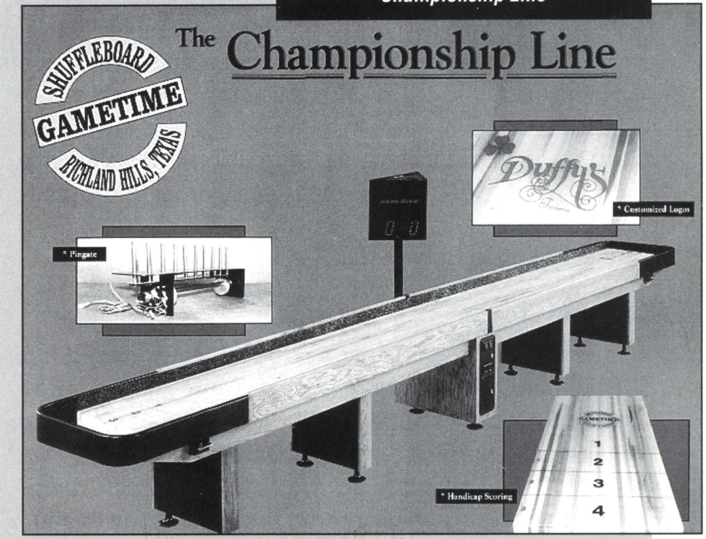
Touchmaster

Gametime Ltd.

As an avid shuffleboard player, Gametime president Kelly Stites is an example of the game's popularity. The company was started by Dynamo in 1988, and Gametime purchased the division six years later.

In reviving the interest in shuffleboard, Gametime has made two major improvements to its game: a polymer finish that lasts the lifetime of the game and never needs refinishing, and a patented scoring system called Handicap Scoring that enables the game to play twice as fast as others.

Championship Line



"Just like the fashion industry, it seems as if many games go through a cycle of popularity," said Stites. "Shuffleboard used to be more popular than pool in the 1950s. In the past two years, the game has made a tremendous comeback.

"The younger crowd has taken a renewed interest in the game. I see the game continuing to grow over the next 10 years. Since we have eliminated maintenance costs and made the game play twice as fast as old games, operators are making money with the game again."

For product information, contact Gametime Ltd., 7100 Burns St., Richland Hills, TX 76118; (817)284-3499; fax (817)595-1506.

Current products

Championship Line: Sizes range from 12' to 22' with an anti-cheat pingate option, customer logo on the playfield, optional special stain finish, game over timer, and scoring sound effects.

Bullet: Features on this 15' game include Armor top finish, anti-cheat pingate option, scoring sound effects, and game over timer.

Minimax: A new redemption game that looks and feels like a real-life back hoe digger. It is electric-powered, has a scoring unit, and sounds like the real thing.

Great American Billiards

Great American Billiards Inc. was organized in 1992 by owner and president David Celani. His goal was to provide the best quality pool table to the operator at a fair market price.

Since the introduction of its standard entry table, known as *The Eagle,* Great American has built upon that tradition with features such as a trap-door access chamber. The legs of the table and accessories are sent in a single shipment to save the operator money; all parts come in one carton.

Great American plans to debut an upgraded table, *The Legacy,* which will include the standard features that have proven reliable and ensure many years of uninterrupted service.

According to Bob Keelyn, Great American vice president of marketing and sales: "Indoor recreation has become the focus of millions of people throughout the world, with billions of dollars spent annually on entertainment. Manufacturers and operators in the coin-op industry are constantly challenged to be not only innovative in research and product development, but are expected to have a crystal ball to predict future trends. Great American will foster this ideology with continued growth and dedication to the basic philosophy that hard work and precise goal planning with a willingness to operate smartly will guarantee success."

In addition to pool tables in four sizes, the company also offers two models of air hockey, a foosball table, video conversion cabinets of all sizes including 27-inch and 34-inch models, and contract manufacturing. Any and all cabinet requirements are welcomed and produced in the factory.

For product information, contact the headquarters of Great American Billiards, 24 Stafford Court. Cranston, RI 02920; (401)463-5494; fax (401)463-6673; or the sales office, (800)654-7328 or (908)255-1960 phone and fax.

Current products

The Eagle: Features include poplar wood top frame and rails, hinged and locked trap door, steel slate supports, die-cast chrome plate corners, modular coin box housing, magnetic cue ball, ABS-injected legs, 3/4-inch cabinet-grade plywood construction, and a unitized composite ball return system. It is available in four sizes.

Power Hockey: A full size adult air hockey table complete with overhead scoring, ABS-injected legs, Formica top with Wearguard finish, 3/4-inch cabinet-grade plywood construction, 1/4 HP blower, solid aluminum under rail, and internal puck drop mechanism. Custom colors are available.

Foosball: Look for the special feature of one- or three-goalie operation, anti-cheat ball return system, ABS-injected legs, Formica on one-inch MDF core, and easy conversion to most foreign currencies. Custom colors are available.

Jr. Power Hockey: This unit comes with all the same features as the adult version but at a reduced size for children. Overall dimensions: 26" high x 36" wide x 67" long.

Video conversion cabinets: Factory-complete 34-inch showcase and 27-inch video cabinets.

Video cabinets: Ready-to-complete conversion cabinets including 19-inch video game cabinet, 13-inch mini-upright, 13" or 19" uprights, and 9" or 13" countertop.

The Eagle

GreatAmerican

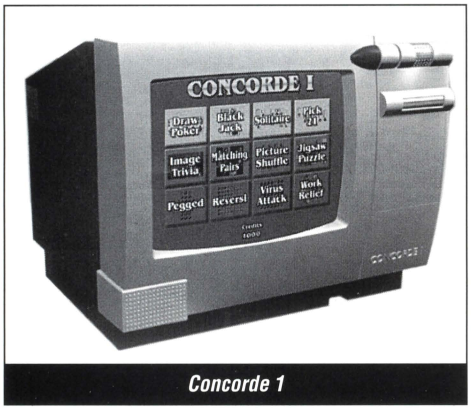
Power Hockey

JVL Enterprises

JVL Enterprises is a Toronto, Canada-based electronics firm that manufactures gaming and amusement devices for the domestic and foreign markets. Incorporated in 1984, JVL remains a family owned company.

The company's call letters represent founder Joseph Levitan, an electrical engineer; his son Val, an engineering technologist; and the family's last name.

The Levitans began operating a route in 1980 that consisted of jukeboxes, pool tables, shuffleboards, and other amusement equipment. In 1990, with the growing legislation of gaming in the United States and Canada on the horizon, JVL started to manufacture video lottery terminals. Soviet-trained engineers joined the staff and by mid-1994 the company began developing a central computer-monitoring system for keeping track of accounting and the general performance of many machines. It's capable of networking 5,000-plus video lottery terminals and amusement machines with a single personal computer.



Concorde 1

In May 1995 JVL hired Mort Ansky, vice president of sales and marketing, to direct its gaming and countertop divisions. The *Concorde 1* countertop was first introduced at AMOA '95 and released for production in March 1996.

The *Concorde 1* is unique in that it is the only countertop on the market today that houses a CD player, which is the easiest and most inexpensive way to operate or upgrade a machine. Ansky sees the computer and amusement industries as "merging into one giant PC platform."

Regarding the success of the *Concorde 1*, Ansky commented: "The only products in the market today that operators are really buying are countertops. The cost of equipment is so prohibitive for the operator. For the money and return on investment, countertops are a mainstay and have been for the last few years. With the versatility of CD-ROM it is much more economical and probably the best investment an operator can make right now."

He characterized JVL as "a new company that is an innovator in the industry."

For product information, contact JVL, 1-390 Edgeley Blvd., Concord, Ontario, L4K 3Z6 Canada; (800)296-6657 or (905)738-1344; fax (800)296-6681 or (905)738-5625.

Current products

Concorde 1: A computer-based countertop with a CD ROM; super VGA graphics; touch screen; bill acceptor, coin mech, and bill stacker. It houses over 40 games in an all-metal cabinet that weighs 63 pounds and measures 18" x 14" x 19". Coins per game and bonus rounds per game are all operator- adjustable. ▲

Since we didn't hear from some of the companies that offer equipment designed for street operators, we thought we'd list them here. If you are looking for street equipment, add these companies to your call list.

Antique Apparatus/Rock-Ola
5233 N. Pearl St.
Rosemont, IL 60018
(847)928-2121
(847)928-2128 fax
(The Rock-Ola line of jukeboxes including the new Legend)

Best Amusement Co.
1642 Piedmont Hwy.
Piedmont. SC 29673
(803)422-0250
(803)422-8903 fax
(Video poker and 8-liners)

Big Ten Electronics
206 2nd St. S.
Great Falls, MT 59405
(406)452-7361
(406)454-0022 fax
(Poker machines)

Connelly Billiards
2665 N. Indian Ridge Dr.
Tucson, AZ 85716
(520)881-5503
(520)624-0077 fax
(Pool tables)

Dufferin
1514 St. Paul Ave.
Gurnee, IL 60031
(847)244-4762
(847)244-9752 fax
(Pool tables)

Dynamo
2525 Handley-Ederville Rd.
Richland Hills, TX 76118
(817)284-0114
(817)284-7606 fax
(Pool tables, air hockey, foosball games, video gaming)

Games of Tennessee
1220 W. Jackson
Shelbyville, TN 37160
(615)684-0100
(615)685-0144 fax
(Poker games)

Grayhound
Lakewood Industrial Park
1915 Swarthmore Ave.
Lakewood, NJ 08701
(908)370-8500
(908)370-7884 fax
(Countertop, 8-liners, video card games, pool tables)

Great American Billiards
24 Stafford Ct.
Cranston, RI 02920
(401)463-5587
(401)463-6673 fax
(Pool tables, power hockey, foosball)

Innovative Concepts in Entertainment
1501 Kensington Ave.
Buffalo, NY 14215
(716)833-0481
(716)833-1342 fax
(Chexx hockey and Kixx soccer)

Jukebox U.S.A.
3129 W. 36th St.
Chicago, IL 60632
(312)890-9600
(312)247-8676 fax
(Jukeboxes)

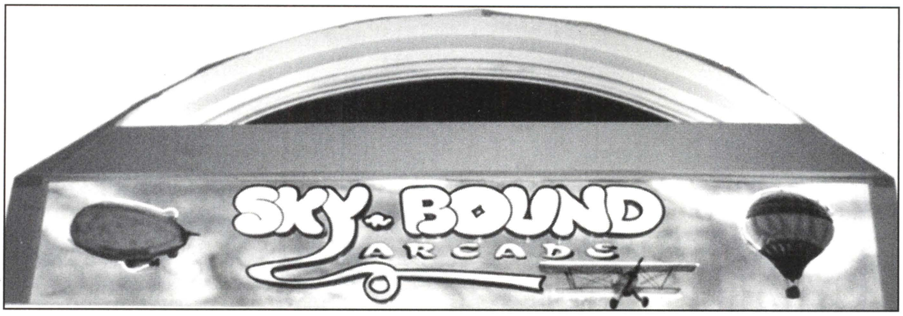
Kevin Sharp Enterprises
2335 S. Park Dr.
Murfreesboro, TN 37129
(615)895-9099
(615)895-9184 fax
(Video pokers and 8-liners)

Medalist Marketing
206 Frontage Rd.
Pacific, WA 98047
(206)939-2900
(206)939-0128 fax
(Electronic darts)

Quartermaster
72 Buchanan St.
LaVergne, TN 37086
(615)793-4860
(615)793-4865 fax
(Video pokers and 8-liners)

Wholesale Games
1220 W. Jackson St.
Shelbyville, TN 37160
(615)685-0505
(615)685-0144 fax
(Video poker and 8-liners)

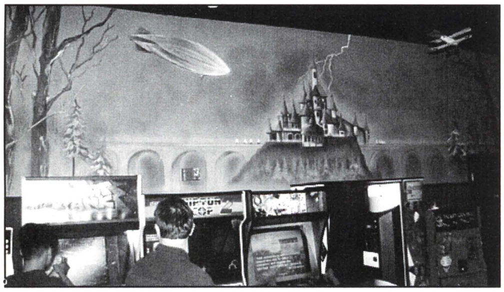
Wurlitzer
235 Moonachie Rd.
Moonachie, NJ 07074
(201)807-2616
(201)807-9543 fax
(Jukeboxes)



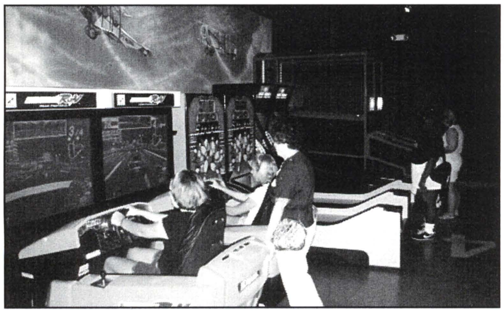
The entrance to Skybound Arcade, Phase 1.

Skybound Arcade opens at Stratosphere Tower

All the latest pinballs and redemption games are found in the Skybound Arcade, Phase 1.



Baron Austerlitz's castle and zeppelin, pictured on the mural, figure prominently in the Amusement Consultants-Dream Park Corp. interactive game planned for Skybound Arcade, Phase 2.



Hand-painted murals serve as a backdrop for the latest coin-op equipment.

It rises 1,149 feet straight up, the tallest free-standing observation tower in the United Sates, supported by 1,600 tons of steel. At the top are inspiring views, restaurants, hotel suites, the world's highest roller coaster, two casino floors, and oh yes, the 96-game Skybound Arcade, Phase 1.

This is the new Stratosphere Tower entertainment complex in Las Vegas, Nev., that welcomed 444,715 guests in the first five weeks of operation after the April 29 opening. The ambitious project is nearing completion, with retail shops and other amenities planned for the first quarter of 1997.

Skybound Arcade added the finishing touch with the 4,500-square-foot game room on the second floor where visitors must pass through to enter the Tower. Skybound Arcade was designed by Amusement Consultants of New Rochelle, N.Y., and opened the Friday before Memorial Day weekend.

According to Michael Getlan of Amusement Consultants, "At one point, for three and a half hours on Sunday, you could not walk into the facility."

Skybound's game mix runs 40 percent redemption and 60 percent other amusements. Said Getlan, "We're going to be shifting more and more into redemption–it is really taking hold; patrons love our redemption center." The center offers such diverse prizes as small electronics, toasters, board games, regulation basketballs, and model airplane kits. A computerized redemption system is being utilized to track inventory.

Getlan is proud of the 1,000 square feet of hand-painted murals that cover the walls of Skybound and take customers back to the days of early aeronautics (think Paris, 1925) in finely detailed biplanes, hot air balloons, and zeppelins.

Skybound Arcade, Phase 2 will occupy a a 10,000-square-foot space and feature the first custom-made game ever from Dream Park Corp. Amusement Consultants has been working on the development of this new, interactive, themed environment especially for the Stratosphere complex.

Getlan explains that the game is a "swashbuckling adventure" that essentially allows players to rescue Paris from the mad Baron Austerlitz, who has his bomb-loaded zeppelin set on autopilot and aimed at the city. Players can foil the baron's plot by interacting with various elements in the game, which takes place in the gondola of the zeppelin. Players must race against the clock, running from room to room gathering clues, finally shutting down the zeppelin to save Paris. Along the way they gain a computerized score.

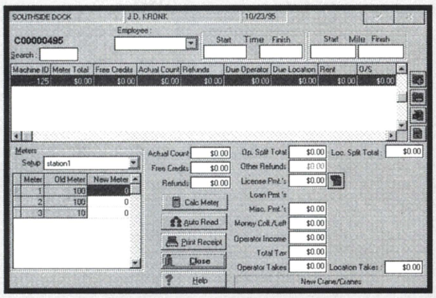
Skybound Arcade, Phase 1 is a

Check out our new Web Site!!

Super Route Manager®

Route Management Software for Windows™

Breakthrough technology for today's industry!! But don't take our word for it, see for yourself...



SOUTHSIDE DOCK | J.D. KRONK | 10/23/95

C00000495

Employee:

Search:

Start Time Finish

Start Mile Finish

Machine ID	Meter Total	Free Credits	Actual Count	Refunds	Due Operator	Due Location	Rent	O/S
125	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00

Meters

Setup: station1

Meter	Old Meter	New Meter
1	100	0
2	100	0
3	10	0

Actual Count: $0.00

Free Credits: $0.00

Refunds: $0.00

Op. Split Total: $0.00

Loc. Split Total: $0.00

Other Refunds: $0.00

License Pmt.'s: $0.00

Loan Pmt.'s

Misc. Pmt.'s: $0.00

Money Coll./Left: $0.00

Operator Income: $0.00

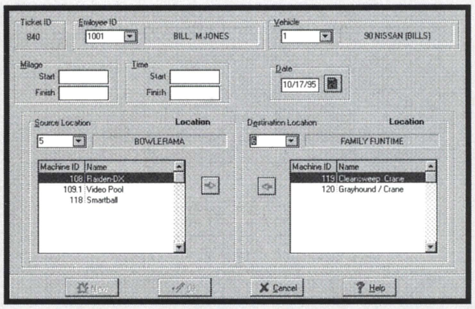
Total Tax: $0.00

Operator Takes: $0.00

Location Takes: $0.00

New Crane/Cranes

Collections



Ticket ID: 840

Employee ID: 1001 BILL, M JONES

Vehicle: 1 90 NISSAN (BILLS)

Milage Start Finish

Time Start Finish

Date: 10/17/95

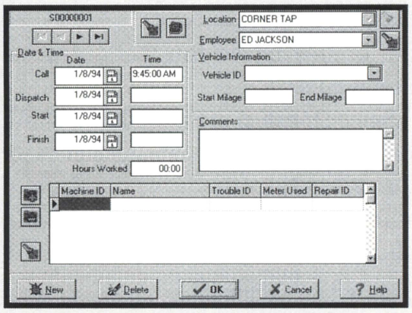
Source Location: 5 Location: BOWLERAMA

Machine ID	Name
108	Raiden-DX
109.1	Video Pool
118	Smartball

Destination Location: 6 Location: FAMILY FUNTIME

Machine ID	Name
119	Cleansweep Crane
120	Grayhound / Crane

Rotations



S00000001

Location: CORNER TAP

Employee: ED JACKSON

Date & Time

	Date	Time
Call	1/8/94	9:45:00 AM
Dispatch	1/8/94	
Start	1/8/94	
Finish	1/8/94	

Hours Worked: 00:00

Vehicle Information

Vehicle ID:

Start Milage: End Milage:

Comments:

Machine ID	Name	Trouble ID	Meter Used	Repair ID

Service

- ✓ Operates in Windows™ '95, 3.x and NT
- ✓ Extensive On-Line Help!
- ✓ Maintains Financial Control
- ✓ Flexible Split Setup by Location or Machine
- ✓ Flexible Security Options
- ✓ Reports may be customized to fit your needs!

Optional Programs:

- ✓ CD Manager™ - World's fastest CD Management software
- ✓ Field Manager™ - Portable laptop software for collections, rotations, and service
- ✓ Max Manager™ - Software and Hardware to automate meter readings

Premier Data Corporation™
(800) 720-3282 (217) 528-9000
Compuserve 103115,1477 or www.premierdatacorp.com

temporary site and a marketing tool for Skybound Arcade, Phase 2, due to open in seven months. "When we move to Phase 2 it will house the interactive game and the arcade," said Getlan. The murals will move into Phase 2 along with the games.

> **"We are going to be shifting more and more into redemption; it is really taking hold."**

With typical enthusiasm and marketing vision, Getlan added that everyone in the store will wear appropriate costumes to suit the era. He sees Skybound Arcade as "keeping in the tradition of Amusement Consultants' goal of staying on the technological cutting edge."

Since statistics indicate that 30 million people visit Las Vegas each year, it is estimated that five million of those visitors will come to the Stratosphere Tower and hopefully the Skybound Arcade. ▲

Surf's up!

Catch Play Meter on the Internet.

Web site 1:

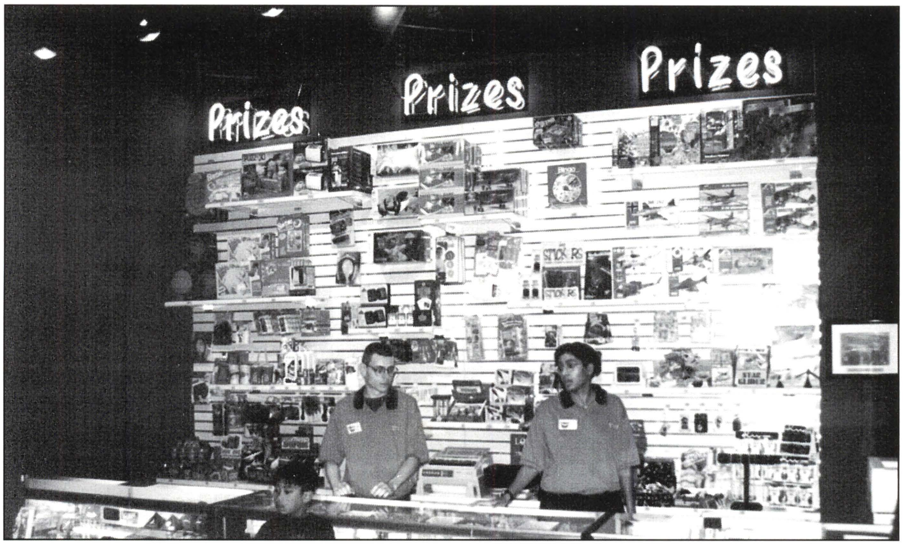
http://w3.thegroup.net/~aim/pmhome.html

Web site 2:

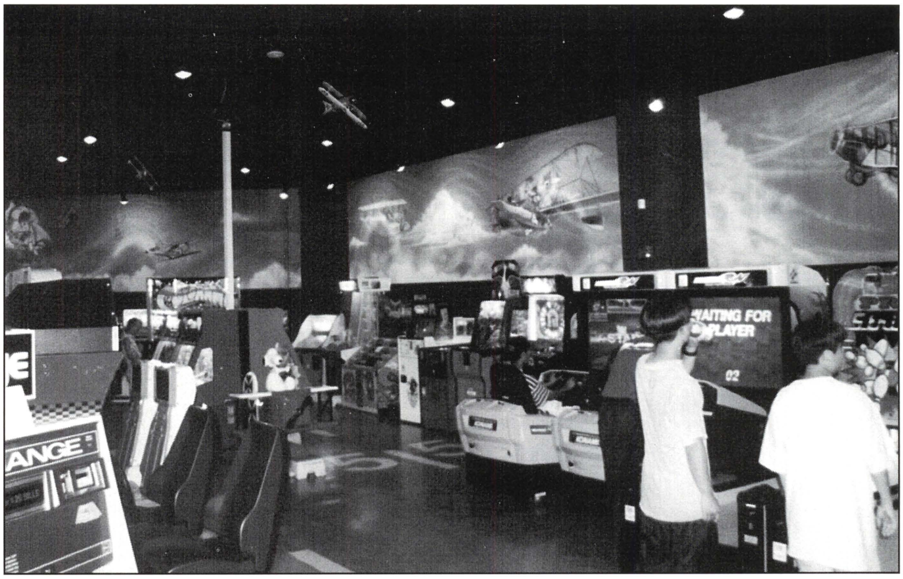
http://www.funone.com/pubs/playmetr.htm

E-mail:

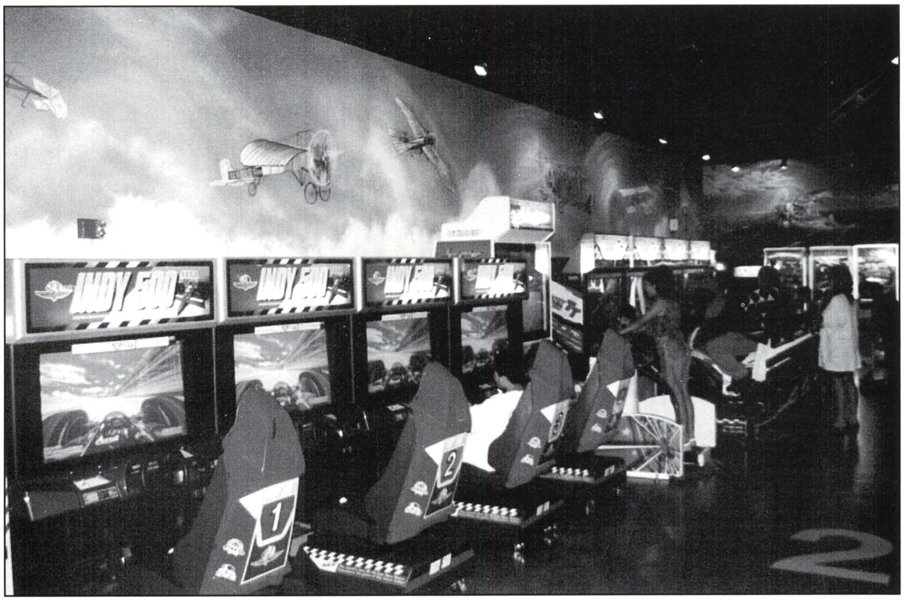
playmeter@aol.com



Prizes range from small electronics to model airplane kits at the redemption center.



Simulators and redemption equipment are scattered throughout Skybound Arcade, Phase 1.

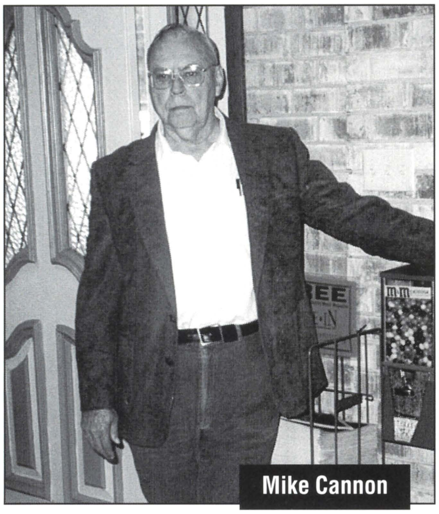


A bank of simulators ring the 96-game arcade.

Mike Cannon
Lakeside Electronic & Amusement Co.
Madisonville, La.

Wise move: promote Susan vs. George, coin vs. paper

We already have a dollar coin! So why aren't more of us making use of it?



Mike Cannon

Most of us have been waiting since 1980 for a gold dollar coin, and our prospects for getting one soon are still not very good. I for one am not waiting for an improved dollar coin. The Susan B. Anthony dollar coin is good enough for me.

For 18 months I have had the Susan B. dollar coins in my pocket and have been circulating them wherever I go. There is a great public demand for the dollars. The big problem is that when the dollars are circulated, 90 percent of them are saved by the people receiving them and are not passed on to anyone else.

Last week I went into a drug store where a young woman about 40 years my junior told me, "Every time I see you come into the store I get all excited." Just as I was about to give her a big hug she told me, "I know you spend those Susan B. Anthony dollars and I save them." I gave her four Susan B. dollars in the transaction and was grateful for the ego uplift even though it lasted only 30 seconds.

For years, while we were trying to get an improved dollar coin, the Federal Reserve Bank had 560 million Susan B. dollar coins in their vaults. In the last two or three years amusement and vending operators with coin-op machines have started dispensing dollar coins in their bill changers. The U.S. Postal Service installed over 1,700 stamp machines that give Susan B. dollars in change.

Many rapid transit systems started using the dollar coins when their fares reached a dollar. Now the stockpile of Susan B. dollars has fallen to 220 million and the Federal Reserve Bank is losing 6.5 million of the dollars a month.

Did you ever wonder why there are so many bad dollar bills circulating and hanging up in our bill acceptors? Well, the Department of the Treasury does not have the capacity to print enough new bills. When the banks send bad bills back to the Federal Reserve Bank the federal government sorts out the worst ones and sends the rest back to the local banks. Because of this some banks have just about given up sending bad bills back unless they are torn in half.

Next year, 1997, the Secretary of the Treasury will have to make the decision to build a new bill printing plant to print dollar bills, which will cost more than a billion dollars, or stop printing dollar bills and promote a dollar coin. There is no way the Secretary of the Treasury can justify spending a billion dollars on a new printing plant.

If we really want a dollar coin, the time is now to dispense Susan B. dollars in our bill changers and circulate them in our everyday shopping. Expect a 30 percent loss of the coins dispensed and an increase of 20 to 30 percent in sales.

The Susan B. dollars can be obtained as change from the post office stamp vending machines or by having a bank order them. They come in $25 rolls. The 220 million Susan B. dollar coins have to be taken out of the Federal Reserve Bank and put into circulation before any action can be expected that would take the dollar bill out of circulation.

No help can be expected from the banking system. The banks want the coinage system to remain broken. The banks have their own charge cards that they want everyone to use instead of coins or bills. Their position can be understood since the banks will make huge profits on transaction charges, interest on loans made on the reserves that card users will have to maintain, and $20 on overdrawn charges.

Six and a half million Susan B. dollar coins a month are now being pulled out of the Federal Reserve Bank, but we can do a lot better if all operators of coin machines will pitch in and help circulate the dollar coin that we do have. ▲

Namco and AM&D make A WINNING COMBINATION

Namco-America's dedicated coin-op games are produced right in California at the Northern California manufacturing plants of Advanced Manufacturing and Development, a company twice chosen by *inc.* magazine as one of the 500 fastest growing private businesses in the nation.

Namco staff members recently visited the AM&D facilities where eight of the company's greatest hits have been built; two more games are slated for summer production runs.

Among those traveling to AM&D were Frank Cosentino, vice president of sales and marketing; Helen Hanson, director of manufacturing; Tom Siemieniec, Midwest sales manager; David Swafford, Western sales manager; and Emilio Cabrera, international sales manager.

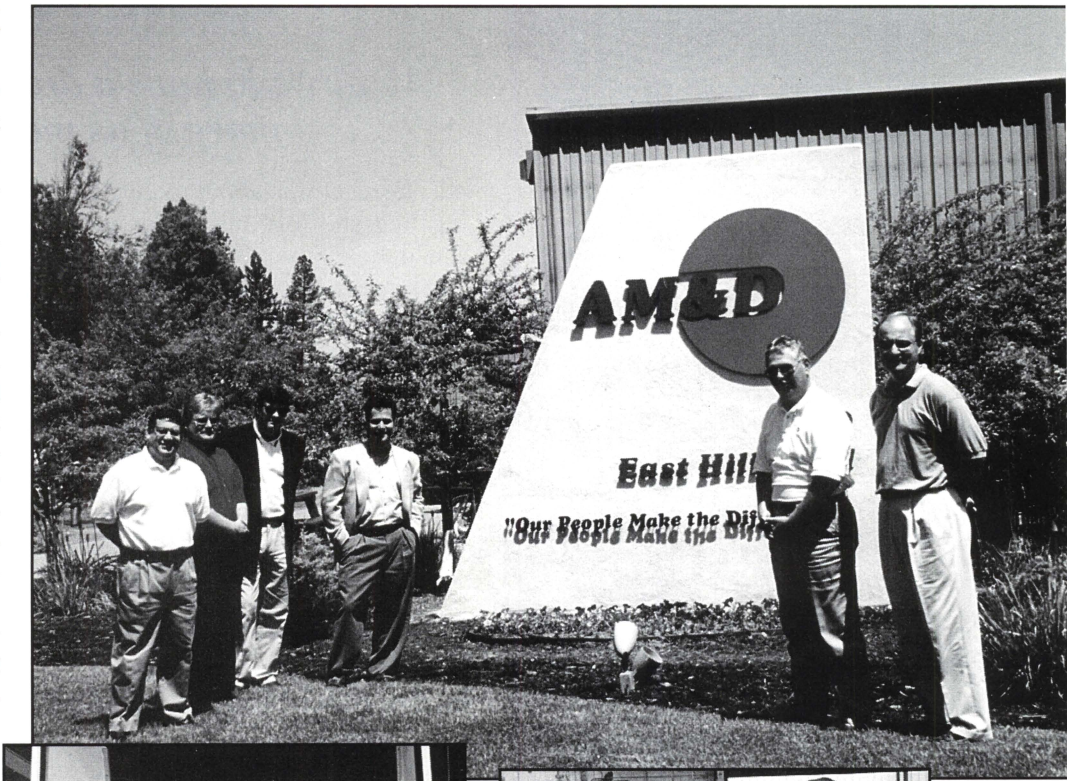
Said Cosentino, "We were very impressed with all aspects of the factories we visited. AM&D has incorporated the best attributes of several different manufacturing methods and developed their own unique cabinetry for us. AM&D has provided us with a superior product utilizing their engineering staff, high-tech Wood Product Division, and a great team of people."

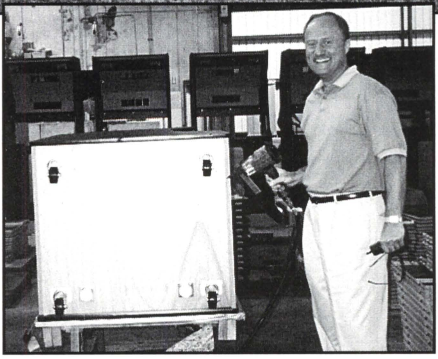
AM&D has two other divisions: Metal Products and Industrial Finishing Equipment. The company was founded in 1976 and experienced a 960 percent growth increase in its first five years. AM&D has received numerous awards, including the National Association of Private Industry Councils' distinguished business award.

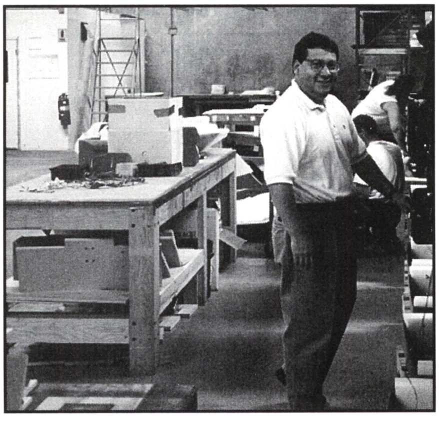
AM&D has a 240,000-square-foot operation in Willits, Calif., with an additional facility that opened in July. In addition there is a 55,000-square-foot operation in Santa Clara, Calif.

Back in 1994 Hanson met with AM&D's Ed Urich to discuss the feasibility of manufacturing coin-op games. "AM&D had all the capabilities we needed right in our backyard," remarked Hanson. "They soon became the solution to our need for a turnkey manufacturing facility to build the majority of our dedicated products." The first game they did for Namco was *Belly Bomber.*

Namco also works with another dependable company, Streak Technology in San Jose, Calif., to produce its products in a timely manner. ▲


AM&D
East Hill
"Our People Make the Dif





Clockwise from top:

At AM&D headquarters, (l-r): Emilio Cabrera, Ed Urich (AM&D), David Swafford, Frank Cosentino, Mike Caughlin (AM&D), and Tom Siemieniec.

Tom Siemieniec gets up-close-and-personal at the factory.

Emilio Cabrera checks the cabinet durability.

Frank Cosentino inside an *Alpine Racer* cabinet.

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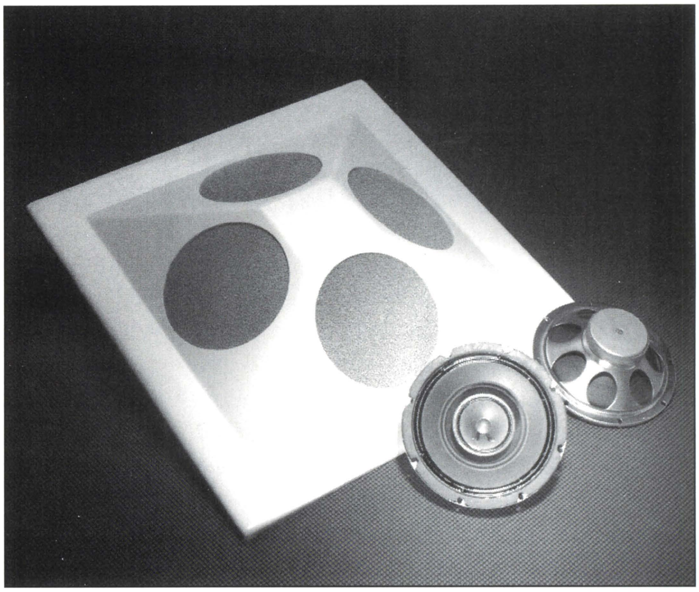

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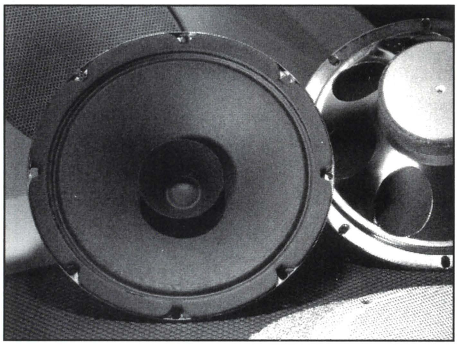

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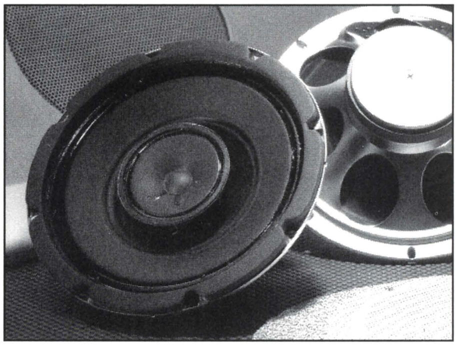

LA-250 SERIES

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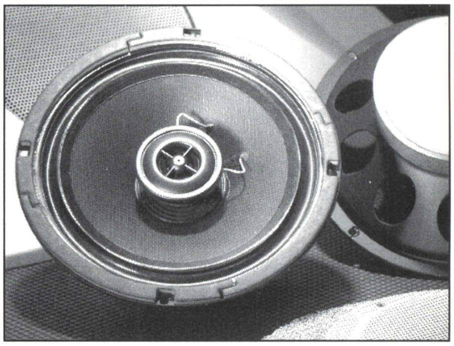

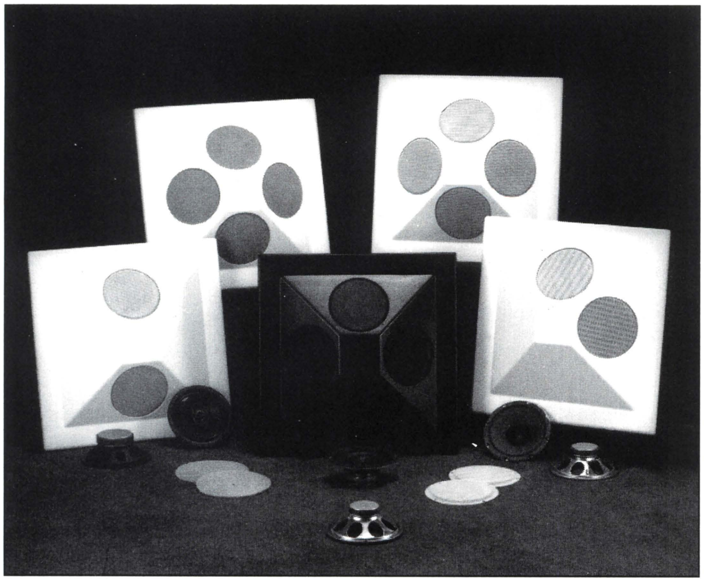

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Wisconsin holds annual convention and trade show

The Wisconsin Amusement and Music Operators Association held its annual convention and trade show the first week of June at the Mead Inn in Wisconsin Rapids, Wis. Convention chairman Rosalie Jacomet of Red's Novelty welcomed 125 member operators, speakers, exhibitors, and families to the three-day event that mixed business with fun. Members got acquainted with their new executive director, Maxine O'Brien, who joined WAMO in January.

Seminars included expert speakers on timely topics pertaining to the coin-op industry. Gene Winstead, a director of the Amusement and Music Operators Association, spoke on the value of national networking and the many benefits of membership in both national and state associations.

Gene Harlan of Arachnid spoke on networking and linking games; Diane Lukis, representing AMOA, informed members how they can benefit from the Internet; and Don Stowe and Bill Maloney of Midstate Amusement Games explained how to establish and run foosball leagues.

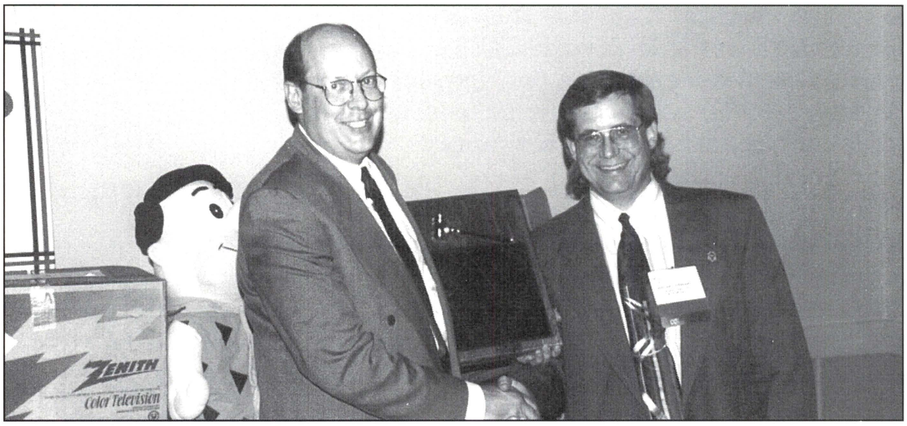
WAMO members took a keen interest in attorney John Austin's update on the sales and use tax issue and lobbyist attorney Tony Driessen's report on WAMO's legislative initiatives.

At the annual membership meeting the following new slate of officers were installed: president Bryan Hubbard (Coin Machines), vice president John Speers (Winnebago Coin), secretary Fred Weigel (P&P Amusements), and treasurer Rosalie Jacoment.

Marty Gall of Ackley Novelty and Dave Gabrielli of Hanson Distributing were elected to three-year terms as operator and associate directors respectively. Other directors include Stowe, Ralph Fleege (Mitchell Novelty), Kenny Grothmann (American Entertainment Services), and Hal Williamson (Gardner Sales).

Then there was the fun stuff, which included a golf outing at world-famous Lake Arrowhead, drawings for great door prizes, a hospitality party sponsored by Hanson Distributing and Video Doctors, and an auction that raised over $13,000. In addition, comedian Larry Heagle from Fall Creek delighted both adults and children with his humorous dialogue and outrageous antics.

Sue Weigel of P&P Amusements was the lucky winner of the $500 cash draw prize. ▲



President Bryan Hubbard (r) presents a plaque of appreciation to outgoing president Eric Jacobson of Amusement Devices.

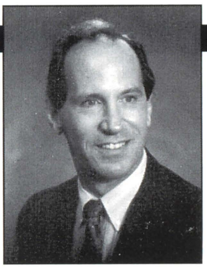
Marguerite Kirby of Bulldog Amusements held the attention of on-lookers as she explained the workings of Incredible Technologies' *Peter Jacobsen's Golden Tee 3D Golf* game.

Convention chairman Rosalie Jacomet (l) presented Sue Weigel with the $500 cash draw prize.

REDEMPTION AND THE LAW:

How bad can it be?

by
Tom
Fricke



Tom Fricke has written a thought-provoking column, designed not to scare anyone, but to show what the worst case scenario could be if your law enforcement officials wanted to create a bad situation for amusement redemption operators. One point is that laws were often written long before the current crop of amusement redemption games were commonplace. This type of equipment is simply lumped into the categories set forth for gambling equipment, like trying to fit a square peg into a round hole. In fact, Tom said that the laws of gambling cast a wide net. Just like a tuna boat, sometimes you catch the dolphins along with the big tuna!

In the eyes of the law amusement redemption may not be perceived as all that different from pure gambling machines. Why not take this opportunity to contact your state association to find out exactly what your laws are. And if they need changing, maybe you can begin a plan for change. In future articles Tom will be addressing municipal ordinances and state laws and how to change them. Stay tuned.

Keep in mind that Tom's article is a commentary, not legal advice and he is answering—literally—his own question: how bad can it be?--V.C.

Just open your eyes and look. It can't be that anyone cares about enforcing the gambling laws against amusement redemption. This is a common belief, supported by common experience. The laws against criminal gambling are tough; just how tough, I will explain presently. Then, how is it that the reality of what we see in use seems to indicate that the law is so permissive?

Police and prosecutors have broad inherent discretion as to what crimes are investigated and brought to trial. In many jurisdictions, they afford a low priority to gambling crimes, at least the benign variety such as amusement redemption. Many believe it to be difficult to obtain convictions, the likely sentence to be light, and the support available from peers, minimal. And, law enforcement must prioritize. It isn't possible to prosecute every crime. Finally, law enforcement understands the public's double standard when it comes to victimless vice crimes of no great concern. The people wish to prohibit in the abstract but in practice to avoid strict enforcement.

The trouble with this is that on any given day, any given operator who has chosen to rely on the informal permissiveness of community standards, may experience the other side of the coin. The laws are on the books and they are tough. How tough? Step right this way.

In Missouri, for example, offering slot machines as a business is a felony. In addition, the equipment can be forfeited. Say you operate five arcades in Missouri and two across the river in Illinois. One of them is a concession in a sports bar. The rest you lease. You staff each location. Then, say that one day a detective confiscates your "XYZ" machine as a gambling device and serves an arrest warrant on your attendant. Your operating corporation is also prosecuted. Finally, let's say that law enforcement is determined to make the situation as nasty for you as possible and that you lose down the line. What's the worst that can happen?

I suppose that you can kiss your "XYZ" machine goodbye and plead *nolo contendere* so that a conviction against your corporation can't be used as evidence in licensing proceedings. (Forget exotic defenses like unconstitutionally for vagueness. They almost always never work and they have been tried many, many times. Also forget the defense that your machine has a municipal license. That is no defense at all.)

What about your employee? That person was just following your instructions and got busted for it. Expect to provide independent defense counsel for this employee. And expect to be sued by the employee. Your landlord can be prosecuted also. Expect to lose your lease and be sued to boot for breach of your lease covenant of lawful operation. Oh, does your liability insurance cover damages arising out of your violation of the criminal laws? Better check. Of course, if one of the "XYZ" machines was in the sports bar, you will have caused a violation of the liquor code. In addition to defending its own criminal gambling case, the sports bar is also fighting to keep its alcoholic beverage license.

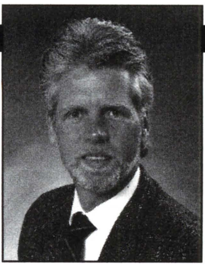
Now comes the bad news. Federal gambling crimes also apply. One of them is for conducting an "illegal gambling business." Ostensibly, this law is supposed to target the Mob. But look how broadly it applies. You are an "illegal gambling business" if your operation violates state gambling prohibitions, you have been in business for more than 30 days, and you employ at least five people. The maximum penalty is serious: five years in federal prison and a $20,000 fine.

Finally, there is the federal RICO statute. RICO stands for Racketeer Influenced and Corrupt Organizations. If the individuals who own and run the operating company can be proved to have conspired to break the state's gambling laws, then you have violated the RICO statute. This entitles the government to forfeiture of your ownership of the business.

I don't know about you, but all of this makes me pause to reflect. Amusement redemption doesn't merit all of these draconian penalties. The people don't view our business as a threat to the public morals and welfare. Nevertheless, many of us must guess about what equipment we may use. The theoretical consequences of guessing wrong can be disastrous. ▲

Tom Fricke is an attorney who has worked on some significant amusement redemption related problems and specializes in amusement game issues. He is located in St. Louis, Mo., and can be reached at (314)361-6672 or fax (314)361-0872.

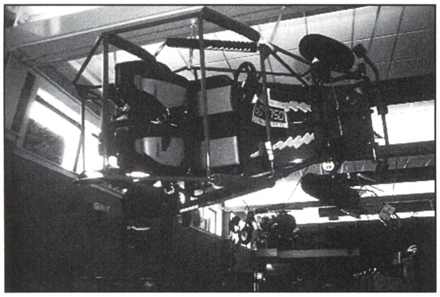
by Steve McCaul



Q.: How important are the prizes and displaying them in my redemption operation?

A.:

Fun World in Connecticut has a sign that can't be missed.



Happy Hour in New Hampshire displays a go-kart from the ceiling. What a way to generate interest.

Happy Hour's redemption counter has a wide range of prizes for every age group. Note the three-wheeled bicycle hanging from the ceiling.

The most powerful segment of a successful redemption operation are the prizes and how they are displayed. Even if you're just getting started, there are ways to accomplish creating an eye-appealing, attractive product display. There are product suppliers who have starter kits available, or you may want to call in many suppliers and develop your own mix of goods.

A good product supplier will know what is hot and trendy so that you can keep your counter fresh with new items. Rely on the merchandise suppliers to help you purchase the product you want and that best suits your customers. They can also provide you with the information you need to get that product at wholesale prices.

Of course, even if you get the best prices on your prizes whether from a merchandise supplier or discount houses and wholesale clubs, you need to know what items are hot. Visit your local malls and pay attention to the products you see on display. You can get ideas from your newspaper's pull-out ads.

Pay attention to the movies destined to be popular in your area. What child wouldn't love to win a character from a hit movie like "The Lion King" or "The Hunchback of Notre Dame"? These items can be given away for gifts or become collectibles. Then there are electronics, household appliances, tools, and similar items that can be very useful and functional in the home.

You don't have to offer exotic prizes to lure customers into your location. But you need to have items they will want and that they'll feel they're getting a good value. As your redemption business builds, you should and will want to experiment with unique products.

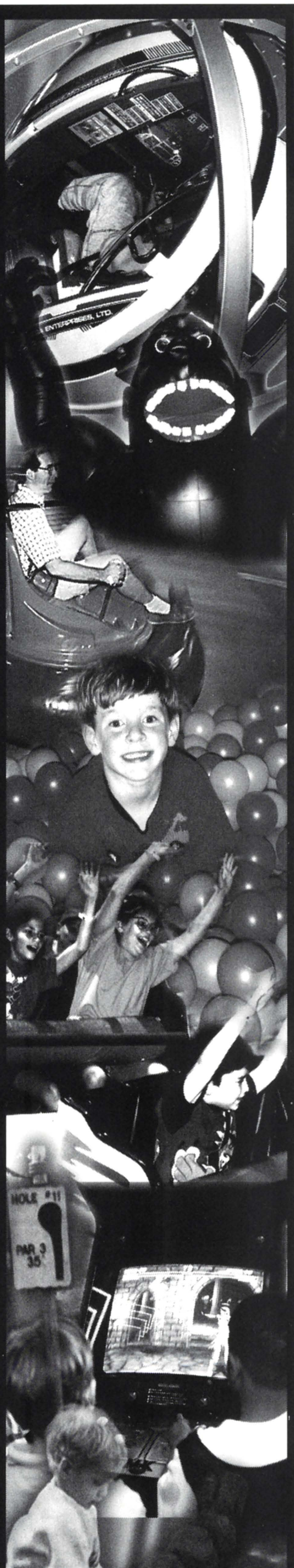
When you first open your redemption counter, you can get away with only low-end prizes (candy, knickknacks, ceramics, etc.). But within one or two months (if not sooner) it will be time to mature your prize counter. In the beginning your customers will be satisfied because of the newness of your operation.

However, since you want them to come back again and again, you must offer them more than low-end products. This brings up the question of how large an area should be dedicated to the prize counter. The answer is that your display can never be too large. The more display area you dedicate to the prizes you offer, the more revenue you will generate.

That's why your customers are there playing the games—to redeem their tickets for the prizes you have on display. But remember, you should be buying wholesale and receiving retail (or a little better) for every product redeemed at your counter. This is accomplished by the money deposited in your cashbox. I discussed this last month in Play Meter.

Your redemption business will build over time. As I mentioned, you should plan to get into larger prize items as your redemption business matures. However, you can't have large gaps between your point values. Always have gradual increases so your customers have attainable goals. For example, if your customer is focused on redeeming a $10 item, and he reaches that level, he'll see that with a little more effort and accumulation of a few more tick-

MAKE THEM COME TO YOU



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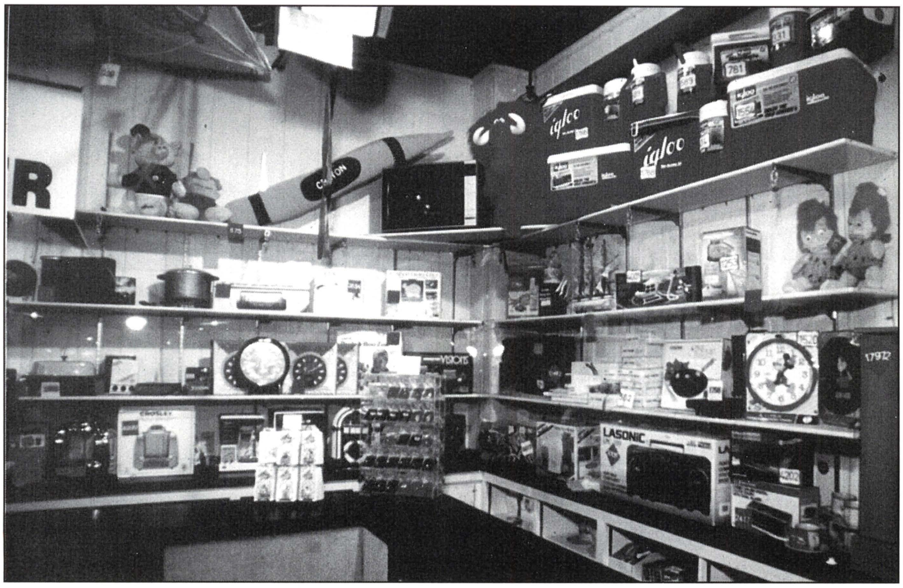

Here is the redemption counter at Ryan Family Amusement in Cape Cod, Mass. Notice the ice chests at the top! What a unique prize.

ets he can go to the next level of prizes (a $12 or $15 item). This keeps them frequenting your game area.

You can go to any level of prizes your imagination takes you. I have customers who have given away skimobiles and go-karts, which their customers played for over and over again. These types of prizes have to be attainable and cannot be priced out of reach. The success of this type of prize giveaway has been overwhelming.

When purchasing prize items, keep in mind that items not seen by the customer are not generating future sales for you. By this I mean, do not store items in a storage room. Get them out on display anywhere you can. Have a go-kart mounted on the ceiling, or display a huge, irresistible stuffed animal over some of your games.

If you have to buy multiples of an item, it doesn't hurt to have these same items on display to entice customers. Look at the effort major retailers put into displaying their products so that customers will purchase them. That same rule of thumb should apply here. Make your items as appealing as possible.

Another thing to consider is placing other display areas throughout your game room just for show (under lock and key, of course). These auxiliary cases do not have to be large and they can feature anything you want. This will generate excitement while your customers are entertaining themselves playing their favorite games. If they can see the product they're playing for nearby it gives them an extra incentive.

> **"As your redemption business builds, you should and will want to experiment with unique products."**

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Here's a summary of a successful redemption prize display:

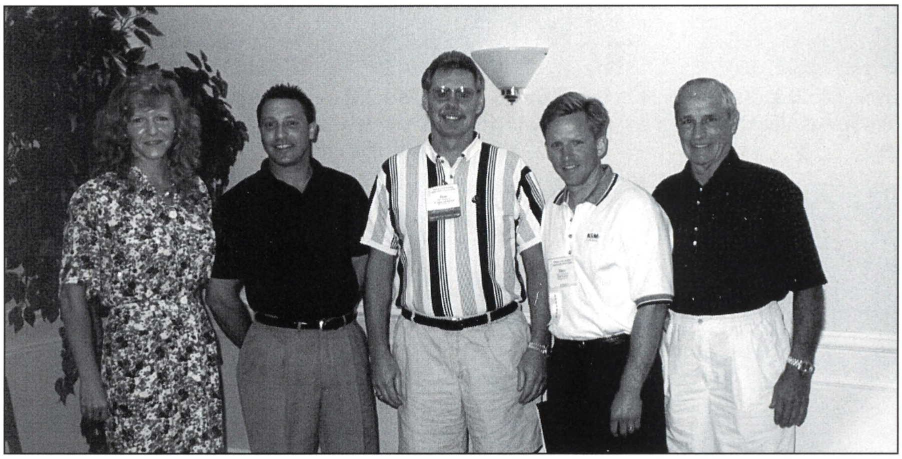
- Rely on your suppliers for ideas.
- Look at newspaper and magazine ads to see what's new and what's hot.
- Go to your local malls to see what trends the stores are offering and promoting. Take a look at their creative display ideas.
- Always keep your display fresh with new product; change it constantly.
- Don't be afraid to add more display area (the more display, the more revenue generated).
- Buy only good, name brand, popular items.
- Make sure all your items are priced reasonably.
- Be very generous with your ticket awards.
- Try to make your displays as varied and professional looking as possible. Make your redemption merchandise look like a retail store.
- Don't store your prize items in a storage room; keep them in plain view.

Steve McCaul's company, Global Coin Equipment Exchange, specializes in redemption and consulting. He can be reached at (617)585-8600 or fax (617)585-8399. ▲

by Bonnie Theard

ICMOA makes industry future a top priority

In an age of shrinking state shows it's encouraging to see a well attended gathering of operators ready to discuss issues that affect the present and the future of the coin-op world.



From left: Debbie Campbell Goeller of Harvey's Music, Scott Lippman of Atlas Distributing, Don Waldron of Northgate Amusement, Dave Drouillard of NSM, and Howard Harkins of Howard's Music.

From left: Bill Ward of Arachnid, Adonna Jerman of ICMOA, and Ray Shroyer of Metro Amusements.

Touch Tunes

Tony Mastronardi illustrates the operation of the Touch Tunes Digital Jukebox.

Operators came from every corner of the state for the Illinois Coin Machine Operators Association annual meeting June 21-23 at the Oak Brook Hills Hotel & Resort in the suburbs of Chicago. ICMOA long ago broke the traditional mold of state shows, opting for meetings alone minus equipment exhibits.

The emphasis at this year's event was on new technology and the future of the industry, covered in these sessions: "Jukebox Future," "Interactive Games," and "AMOA and the Future." In addition, AMOA first vice president Jerry Derrick and Illinois Liquor Control Commission executive director Arabel Alva Rosales also addressed attendees.

Committee reports were given and a new slate of officers and directors elected at the general membership meeting. A guys and gals golf tournament was held on the first day, followed by the president's reception and barbecue.

More golf was available before the annual banquet and auction, which raised needed monies for the association's Political Action Fund.

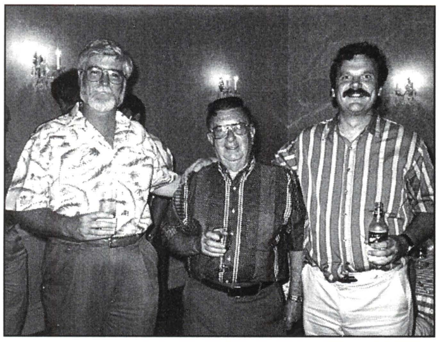
Now for a closer look at the reports, technology sessions, and new officers:

Committee reports

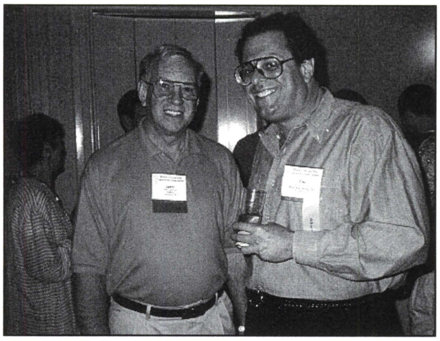
Membership chairman and treasurer John Neville of Blackhawk Music reported on the current roster of members in the operating, distributing, and manufacturing ranks, and focused attention on one of the advantages to membership: the workers' compensation insurance program now available for ICMOA members through Gallagher-Great Lakes Inc. and Illinois National Insurance Co. Members were advised to check out the coverage and premiums tailored to the coin-op industry.

Outgoing ICMOA president Jay Abraham of Abraham Amusement and chairman of the Dart Tournament Committee talked about the increase in all of the association's leagues—pool, dart, and pinball—that have generated good feedback. He commented on this growing segment of the industry: "In business, striving to be successful means moving forward." He took a

From left: Jerry Derrick of AMOA with Martha Austin and Stan Williams of Williams Enterprises.

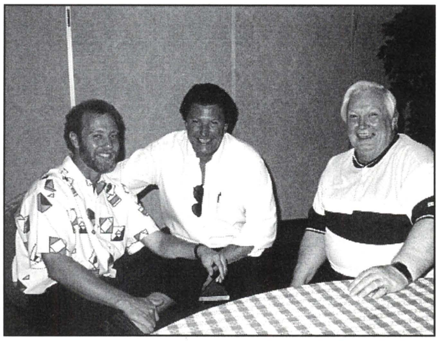


The Antique Apparatus/Rock-Ola crew, (l-r): Glenn Streeter, newly retired Frank Shultz, and Ross Blomgren.



Joel Friedman (r) of Rowe with Jerry Derrick of AMOA.

At the barbecue, (seated, l-r): Melvin Dierdorff and Bill Prather of Bee-J Amusements; (standing, l-r): Ed Velasquez of Velasquez Automatic Music and Dennis Hoffmeister of P & M Enterprises.



Talking shop, (l-r): Barry Schraier of Warehouse of Games, Bob Lentz of Merit Industries, and Larry Hartley of Micro Mfg.

Jerry Derrick (l) of AMOA with some of the newly elected ICMOA officers to his right: Craig Beard of Lowry Music, Ray Shroyer of Metro Amusements, Jim LaCost of LaCost Amusements, and John Neville of Blackhawk Music.

pragmatic view of membership: "The way I look at it, it's their loss if they don't join."

The PAC Committee's Ed Velasquez of Velasquez Automatic Music reported a successful annual legislative reception that welcomed 62 legislators in Springfield. Tournaments involved the legislators in the fun aspect of the amusement business and resulted in donations to their favorite charities. Velasquez urged members to participate in this good image-building event.

ICMOA's Video Gaming Committee, which has actively pursued passage of legalized gaming with coin machine operator participation since late 1989, has produced an educational video detailing the positive effects of a state and private enterprise partnership in this area. The professionally produced video was available for members to deliver in person to their legislators, if possible. Follow-up calls were suggested to derive the maximum benefit from direct contact with legislators and a chance to answer any questions.

ICMOA lobbyist Zack Stamp traced the path of the recent video gaming bill for fraternal and veterans organizations that passed the Senate but was never called for discussion in the House. According to Stamp, distribution of the video tape is essential since the matter could come up again in the fall veto session. ICMOA would like to have liquor-pouring establishments included in any video gaming legislation.

Stamp explained that there are misunderstandings about video gaming and that education is the best solution. He commented: "All we can do is position ourselves to best present our side, get ourselves in front of legislators, and be in a position to move (depending on how upcoming elections turn out)."

The video tape explained that $230 million could be generated in the first full year of legalized video gaming operation without increasing taxes, while adding 1,600 new jobs in the areas of manufacturing, technical, service, and hospitality. "We're a business, a very successful business, and we're going to stand up for our rights," said Stamp. "When small businesses make money the whole state benefits."

Said Ray Shroyer of Metro Amusements, chairman of the committee: "The video is an excellent tool for the members. This is our summer project. Review it yourself and know the major points. Distribute the tape to Assembly members and candidates and reach out to other groups. I can't guarantee we will get it done, but if we don't do anything we won't get it done. If we can create a groundswell, we can get it."

What about objections to video gaming on moral grounds? "The moral issue has already been resolved," said Stamp, who pointed out that gaming is acceptable as adult entertainment in Illinois since the state has a lottery (including Superball), riverboats, and race tracks. In fact, added Shroyer, Illinois maps available at all rest stops in the state highlight available gambling activities.

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Jukebox Future

The panel included Tony Mastronardi of Touch Tunes, Richard Brunette of Software Control Systems, Joel Friedman of Rowe Intl., Dave Drouillard of NSM, and Ross Blomgren of Antique Apparatus/Rock-Ola.

Mastronardi demonstrated the *Touch Tunes Digital Jukebox*, shown in suites at AMOA '95 and ACME '96 in component form but seen for the first time in a cabinet. The jukebox makes it possible for locations to offer patrons literally hundreds of music selections via touch screen, and uses MPEG (Moving Pictures Expert Group) "layer three" audio compression. He demystified the process of downloading music by comparing it to music available through the radio and data transmitted via fax machine.

"When a song, picture, or text is digitized," he said, "it's put in a numerical format. It can then be uploaded and downloaded without any degredation (loss of quality) that would have happened in analog technology. It can be stored on a medium—tape or disk for example—without losing quality."

> **"We want to see a jukebox with interaction such that record companies and artists again demand that their music be played on them."**

He posed the question: "If it's so great, why isn't the jukebox industry doing it?" He said that while researching digitally downloaded music the company found there were a number of concerns, from the financial end to the music rights.

Mastronardi said that Touch Tunes is addressing all these concerns and plans a pilot test of 20 locations beginning in August. He affirmed that before the test begins the company will have clearance from the Jukebox License office and the performing rights societies.

He said further: "When jukeboxes first came out, the majority of clients didn't have phonographs. Some artists demanded that their music be played on the jukebox for the exposure. In the future jukeboxes have to give something to customers that they can't get at home. We want to see a jukebox with interaction such that record companies and artists again demand that their music be played on them. The clients must have fun and go away saying, 'I wish

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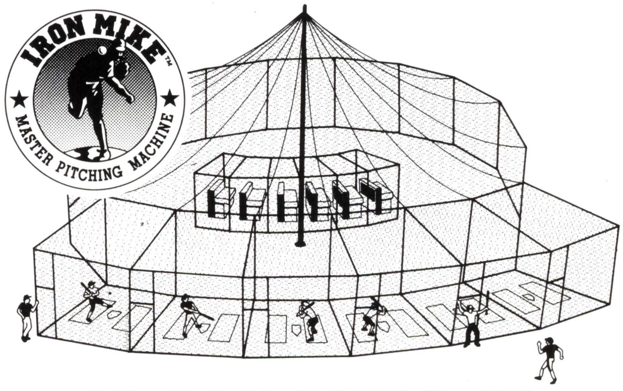

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I had one of these at home.'"

Brunette explained that his company's *Mediaplex 2000* audio and video entertainment system utilizes a removable hard drive for plug-and-play capability, a camcorder, and coupon printer for promotions.

"When music videos started back in the early '80s there were only 2,000 to 3,000 releases available," he said. "Today we have a catalog of 10,000 to 15,000 videos so the content and variety is there."

The unit, which was pre-marketed in Canada, holds 900 audio tracks and 90 videos. Forty-five units are situated in Canada and California at the present time. In addition to standard fare, the unit can accommodate sports and comedy clips, karaoke, and other messaging. Brunette mentioned an added plus: there can be a charge for the karaoke and another fee to purchase the performance on tape.

Friedman said, "We all need to look to the future and not be afraid of new technology." He asked the audience to understand the history and the past of the jukebox industry, of which Rowe has been a part for 87 years.

He acknowledged that Rowe is looking at MPEG technology as well as other technologies but added, "Today we are in the CD business." He cautioned, "The jukebox business is a long-term business. Be careful and look at stability. Only a few years ago the life of the average jukebox was 15 years, now maybe it's 14 years.

"Strictly from a business sense, music sales in the United States in 1995 were 12.3 billion units; 720 million of those were CDs. The growth opportunities for CDs as we know them are phenomenal. My own personal feeling is that CDs will be around for a long time. Maybe we won't get 45 years like we did out of vinyl. There will be additional formats of CD; we will continue to watch the market carefully."

Drouillard stated that NSM has also been looking at future technology, including tests in Europe. "We have to look forward and be ready when it comes." he said.

"We have a gifted team of engineers looking at various technologies that we can put together. We want to see what is a viable product that can be brought into the market."

Drouillard added, "The CD format is here to stay. If any new technology will be good for the operator, then I think it is something we will all embrace."

Blomgren said that Antique Apparatus/Rock-Ola "looks at new technology and new developments all the time." "As a format, CDs are here to stay," held Blomgren. "The software in the CD jukebox will always be available. You have the right to put it anywhere you want. The cost issue of new technology has yet to surface.

"At Rock-Ola we concentrate on what makes people want to play the jukebox, from the number of selections to powerful wattage and movement of the playing mechanism. Our system is capable of almost unlimited expansion, but CD is still the cheapest, high-capacity format for music."

Interactive Games

Michael Hanson of Incredible Technologies discussed the success of the company's networked tournament system on the *Peter Jacobsen Golden Tee 3D Golf* video. After six local tournaments in the Chicago area, the first national tournament started June 21 at 11 a.m. with 132 units online. The first run of 275 tournament version units began shipping in May.

Hanson said, "We have set ourselves in a different niche in the marketplace. Our system allows the player to choose regular play or tournament play if a tournament is running. You can compete with other players across the country and get on a leaderboard. People get to see their names in lights.

"We want to create more excitement, more involvement, and more interest. The connection is a simple modem using regular phone lines.

He continued, "We've made a decision about what games will go on the system: games of the utmost skill to avoid any legal issues with regard to prizes."

What about the future? "We intend to continue to make games that are suitable for a tournament system. We will not limit games to our own titles, but will look to other software developers. We're taking a slow approach, producing 50 units per week from August to the end of the year.

"We want to create more excitement, more involvement, more interest, and a greater coin drop."

"The future will depend on good games that excite the players and make them want to play. The tournament system is an opportunity to increase the coin drop."

He cautioned: "We all have to be wary of special legislation that could affect a system like this. We must be watchful that this is not regulated in the future. State and regional organizations must work to see that such systems are not covered by existing gaming regulations."

Hanson explained that there would be 12 national tournaments conducted in a year, running approximately for two to two and a half weeks each. Incredible Technologies plans to run live tournaments at AMOA '96 and ASI '97.

AMOA and the Future

AMOA first vice president Jerry Derrick of Derrick Music in Charleston W.Va., covered these topics: the dollar coin, cigarette vending, NANI, video

The Paisley family of M & M Vending/Macomb: Michael and Nancy with daughters Nettie and Kelsy and their friend Carley Beard.

gaming, leagues, FECs, and the Notre Dame seminars.

Regarding the dollar coin: "We will use up all the Susan B. Anthony dollar coins in the U.S. Mint and it will require either minting more or making a new dollar coin."

He implored operators to do whatever they could to show their legislators how a ban on cigarette vending machines would hurt their businesses.

In terms of NANI: "We've had some problems with the mechanics of it. The test exceeded figures we wanted but there were problems with service. We are still working with EDS to get it up and going."

On gaming: "It has not been as big an issue in the country as it was in the past. In some of the states still trying, if fees can be kept down it would be beneficial."

On leagues: "The biggest salvation for the rest of the industry has been pool and dart leagues. Leagues make your locations stronger and help them as much as it does operators."

On FECs: "A lot of operators have jumped into family entertainment centers to help their income flow. Be sure to check into the legality in your area."

Lastly, he reminded operators of the opportunities presented at the AMOA-sponsored Notre Dame seminars that are helpful for all members of the industry.

Illinois Liquor Control Commission

Arabel Alva Rosales, executive director of the commission, reminded operators of the importance of understanding their local regulations. "We are dealing with businesses and they should be able to do their jobs, as long as it is within the law."

Rosales was quite firm on this point and invited attendees to communicate with the commission. "Agents must uphold the Liquor Control Act," she said. "The proper revenue stickers must be visible. If there is evidence of gambling it will be reported. If there is a reset button on a machine it is considered a gambling machine. Agents cannot require machines to be modified, shut down, or removed. Agents must notify local officials of suspected gambling devices."

She maintained that the commission is neutral in the area of gaming and will not take sides regarding any proposed legislation. To keep the lines of communication open the commission has carefully trained its agents and has initiated a newsletter sent to all licensees.

Slate of officers

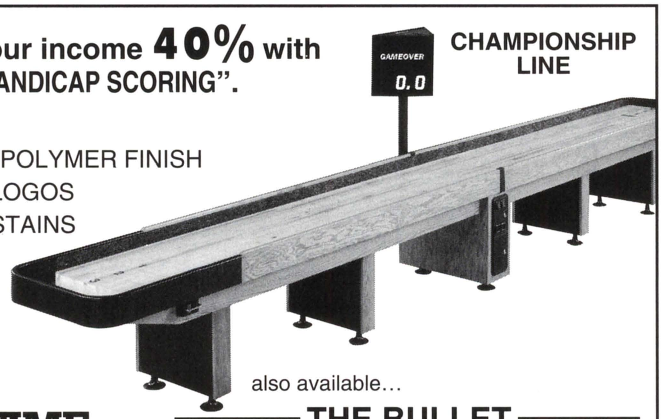
The new slate of officers includes Jim LaCost of LaCost Amusements, president; Ray Shroyer of Metro Amusements, first vice president; John Neville of Blackhawk Music, secretary; and Mike Paisley of M & M Vending/Macomb, treasurer.

The three vice presidents are Tom Fiedler of Melody Music, Craig Beard of Lowry Music, and Roy Phillips of Smith Amusement.

The past presidents board includes Jay Abraham, Stan Williams, and Ed Velasquez of Velasquez Automatic Music.

Directors with three-year terms include Kurt Becker of Twin Oaks Music, Chris Hesch of A.H. Entertainers, Terry Montgomery of Triple Star, Gil Pollock of Premier Technology, and Barry Schraier of Warehouse of Games.

Sincere thanks are extended to Stan Williams and the members of the Convention Planning Committee and ICMOA executive director Adonna Jerman and her assistant Terry Stevenson for all the hard work that went into planning and orchestrating another memorable annual meeting. ▲



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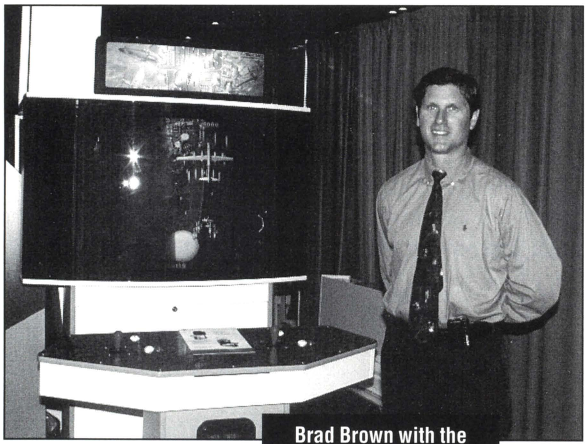
by Bonnie Theard

A VISION for the future

Brad Brown, Worldwide Video



Brad Brown with the *Strikers 1945* video.

Brad Brown of Worldwide Video in San Diego, Calif., devotes much time and energy to thinking about the industry and ways to improve it. Regular readers of his quarterly newsletter (circulation 2,800) respect him as someone who tells it like it is, stands by strong convictions, and has an unequalled passion for the coin-op business.

Last year Brown proposed a universal video game platform that would accomplish a dual goal: production of a wider variety of games from more game designers at a lower cost to operators. He put his money where his mouth was with full page ads in several trade publications promoting this idea. Play Meter responded by contacting operators, distributors, manufacturers, game designers, and AMOA and AAMA for their thoughts on the matter. (Oct. 1995 pgs. 48-58)

Now that Microsoft has decided to enter the games market, and other coin-op companies allude to advances in platform development, the industry may do well to take stock of itself and current market conditions.

We caught up with Brown when he returned from his annual trip to the Northeast to attend the "Birthing of Giants" program for entrepreneurs sponsored by the Massachusetts Institute of Technology and *inc.* magazine. He was characteristically fired-up, more intense than ever, eager to discuss two issues he feels are critical to the future of the industry: 1) the problem—the shrinking location/operator/distributor/manufacturer population, and

2) the solution—education.

We keep hearing that the industry is shrinking. Where do you see this happening and why do you think it is occurring?

We're losing locations and players, and now we are losing distributors and some manufacturers. We're losing locations because operators cannot afford to operate games in those locations.

As a result operators aren't buying much equipment so we're losing some of the distribution. Of course, that impacts on manufacturers. It's all tied into one big problem.

Does this have to do with the type of equipment we offer? Are we limiting ourselves to teenage male players?

That's definitely part of it but we're losing players because they are finding a lot of their entertainment elsewhere.

Another part of the problem is that the manufacturers are producing such high-end equipment that the other market segments (women and young children) don't contribute enough money into the games to justify the operator purchasing that type of equipment.

Operators with redemption equipment might take issue with that. They will tell you that women and younger children put money into equipment, just not as much in videos.

Redemption equipment is pretty expensive too, and it also needs to be rotated. At a cost of $4,000-plus for redemption equipment, it too is very expensive.

If we are talking about the street operator, then we need to move away from redemption. What do you feel is the overriding issue here?

The one issue that covers a lot is game pricing. I've been hearing from a number of the top manufacturers and some of the top people at the AMOA that we should be increasing the prices that we charge our players.

They are saying this because it's their solution to the increasing cost of equipment. In order to justify their pricing they are telling us to increase

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our price to customers.

There is a place for some of the more expensive equipment, but in the larger context I am against the idea of raising the price per play. The coin-op industry as a whole should be working equally hard to find ways to decrease the cost of the equipment.

Here are a few good reasons why: the Sega channel, $2 to $3 64-bit video game rentals, Sony PlayStation, Sega Saturn, Nintendo Ultra 64, 3-DO M-2, and the Internet—all of these are providing arcade-quality graphics or near arcade-quality graphics with cost effectiveness that surpasses our coin-op channel of entertainment for cost per play.

Each of those companies is expanding this market as quickly as possible. Have you ever heard of SegaSoft or Total Entertainment Network? SegaSoft is a new division of Sega that is taking the games that Sega produces and putting them onto the PC and all the other game platforms. SegaSoft is currently working with a company called Empath Interactive, which is an online Internet company that provides interactive games in real time.

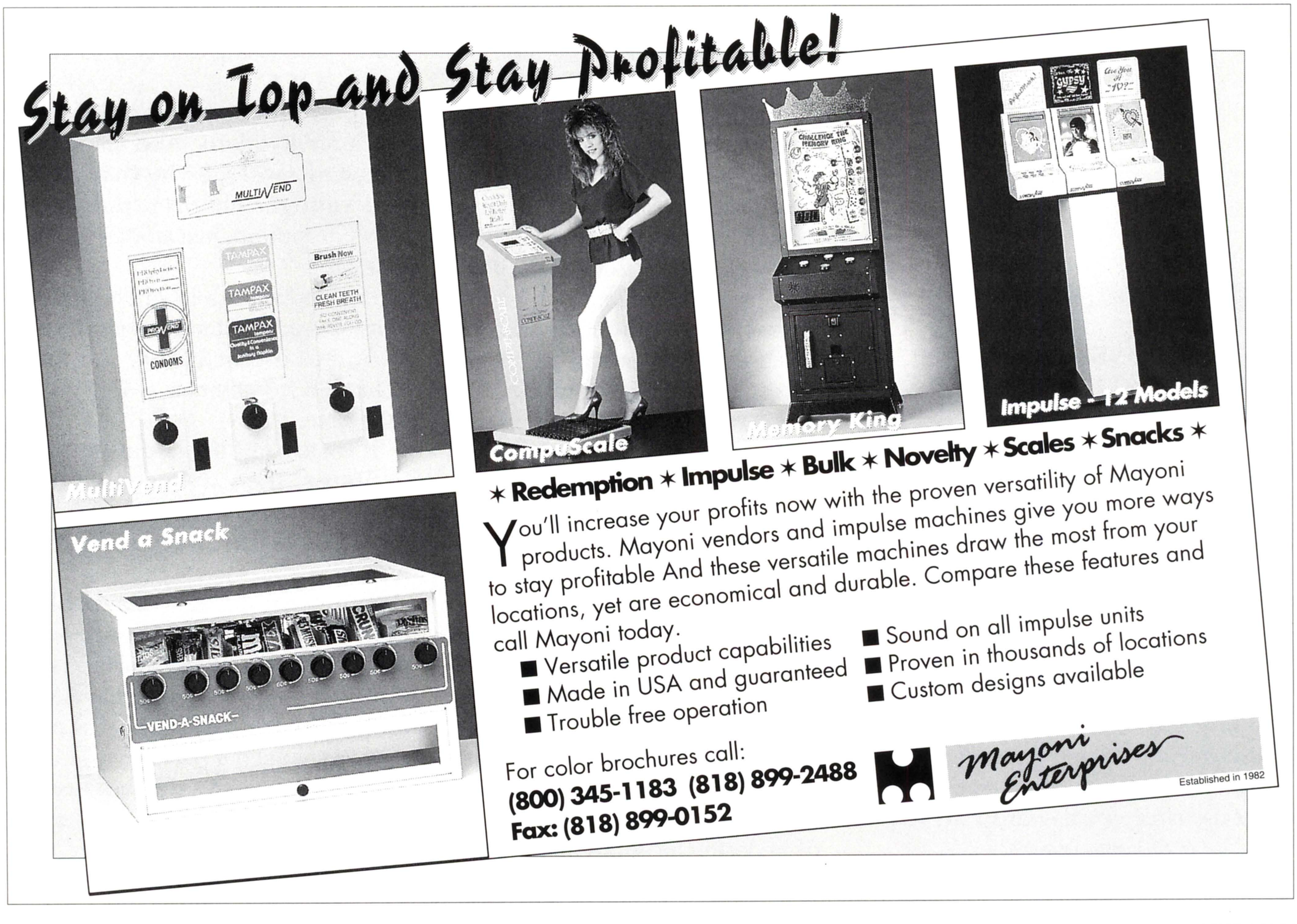
> **"We're losing players because they are finding a lot of their entertainment elsewhere."**

These companies are working together to provide the newest Internet video gaming services. This service purportedly can handle up to 200,000 subscribers and in just a few weeks they were able to sign up between 4,000 and 10,000 people. The charge? Zero. So far it's being offered for free. But they are going to start charging somewhere between $1.50 and $2.50 per hour, possibly $60 per month. They don't know yet, but that's what they are looking at.

Basically what I'm saying is that we are competing with a lot of things that are graphically as good as coin-op already, and now we are moving into the age of the Internet with software and entertainment networks that are using the PC as the medium, which are getting much faster and processing graphics quickly.

The future of coin-op depends on competing against this newest technology. I don't for a moment believe that we need to increase our cost of play, or increase the cost of equipment.

No matter what anybody says, the operators cannot afford the newest, expensive equipment, period.



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If a player has $8 to spend, and each video game plays an average of two minutes, then his money will last only 16 minutes at $1 or more per play. Not much time or value, in my opinion. What do you think?

If you want to see where time and value works successfully, one needs only to look at the nickel arcades in the California market which are doing very well. I have always believed that game players like to play games, but in the coin-op realm of things we're losing these players because they are paying too much, not too little.

Operators say it's a software business and wonder why they constantly must buy hardware. Do you agree?

A lot of effort by the manufacturers goes into developing an idea and producing a video game program. I believe they are not thinking primarily about the coin-op market but all available home system formats for their games as a way to recoup their investment.

Coin operators and game players pay for the idea and the creativity; they shouldn't have to constantly pay for the hardware. In our business hardware is a quickly depreciating asset.

In order for the video game business to thrive, I believe we need to use one or two hardware platforms for a specific period of time. Take the Sony PlayStation for example. Sony knows it has a certain lifespan (figure five years). But during that time Sony can produce a lot of games.

I believe manufacturers need to agree upon a hardware platform that allows programmers and entrepreneurs to design creative software. The hardware platform is coming (look at Microsoft), and it will come through the PC as the media, or one of the medias.

Instead, currently, coin-op manufacturers are designing their own proprietary hardware systems, creating their own games, then selling us both their hardware and software every time.

Rather than sell us software, they continue to sell us the hardware and software together, even though it's the same hardware. This has been costing operators thousands of unnecessary dollars. Consequently, operators cannot afford to buy equipment.

For example, *Ultimate MK3* and *NBA Hang Time* were both produced on the same board as *Wrestlemania.* Yet instead of operators being able to purchase chip upgrades, they must purchase separate kits for these games. Thus locations are not getting the new games. Operators aren't buying, distributors aren't selling, and the coin-op industry is not getting product out.

"Manufacturers need to agree upon a hardware platform that allows programmers and entrepreneurs to design creative software."

The only manufacturers who are working with software changes that have been successful are Capcom and SNK; they have truly helped the operator. We're limited to the games each company produces, but in terms of cost effectiveness and ease of game rotation/conversion, both companies have done an excellent job.

The next generation of game platform will be off-the-shelf computer PC-based which will open the coin-op market to new companies.

What are your feelings on the AMOA's role in the industry?

I believe the AMOA has lost its sense of direction and vision for what the organization should be doing. NANI was a positive step, conceptually a good idea. However, it was a decision from the top down to operators instead of being a grass roots decision from the bottom upward.

This grass roots cooperation is going to come from the hundreds and hundreds of game developers who are producing product for the home market, not the coin-op end.

An operators' association should be able to say: 'We have a platform you are familiar with, one that we have turbo- charged. It is the vehicle for you to get games out in the market. Here's how it works. Design games for us or take existing games and tweek them a little bit to make them coin-op adaptable. Here's the criteria that makes the games suitable for coin-op.'

We could have a committee of operators to set the guidelines. If coin operators as a group agree to buy that platform and put it out with games offered by a variety of companies, games will come.

There has to be a commitment from the game operators, then a commitment from the software developers. There has to be dialogue. We need to go as a group, as the industry, and explain to the developers what our needs our. They will tell us their needs and then we can meld them together.

Is this a situation where AMOA could become involved?

I don't believe the AMOA is presently capable of doing that. In terms of fighting for issues that are legislative by nature the AMOA is very effective. But not so in terms of vision and thinking of the best direction for our industry, what will keep it healthy, and where it should head.

As an example, we see signs that indicate the future of the music jukebox will be a downloading situation. Cigarette machines are being legislated out of locations. Operators cannot afford to buy video games. What does that leave? Pinball, darts, and pool tables. I don't see too much else for the coin operator except maybe novelties and kiddie rides.

The industry as a whole is shrinking due to technology. How is the AMOA addressing these issues so that operators are as much a part of the future as they have been of the past?

What do you propose as a solution?

This is where I believe education comes in. Operators don't have a way to do anything constructive with their concerns. There is no ongoing forum where the coin operator can bring his ideas and actually have them make an impact on the industry; there is no task force that has any teeth to it. If such a task force existed I would volunteer to join.

How would it be structured?

I'm not prepared to structure it. I don't have the expertise. I would seek out professionals who can assist in structuring what we're talking about. A major trade show would be a great opportunity to get small operators and big operators together to work toward a common goal.

I believe we would also want to have representatives from home video systems, software companies, and traditional manufacturers. We get the two groups together and figure out what each side needs in order to be successful. I don't want it to sound too simplified, but it's a matter of putting two and two together. Everyone has to make a profit. How will it happen exactly? I don't know yet, but I know it can be done.

> **"Rather than sell us software, they continue to sell us the hardware and software together, even though it's the same hardware."**

I'm very dissatisfied with the way the industry is going because we always take a reactive stance instead of a proactive stance. Walls are falling down all around us and no one is trying to lead us anywhere.

Part of what I believe the AMOA or a new organization needs to do is spend time and money educating the operators on the business of our business. If we understood our business better we would be making better decisions.

What do you see for the future?

There has to be a vision of where we want to take the coin industry and then take it there. We need a core of good, solid people that share that vision and share it with others.

We need to elevate our fellow coin operators and help them feel special, that they are part of something bigger. I feel that a lot of manufacturers and distributors treat operators as commodities, not valued customers.

How would you get the grass roots interest started?

To start with I would I propose regional educational seminars in major cities that address financing, how to pay off debt, game leasing, and other important topics. It's ironic that manufacturers and distributors sell millions of dollars of equipment but none supply educational seminars on how to make money with that equipment, beyond saying to put it in an A location, then move it to a B location, etc.

I would contact the best people in the industry to participate and take them on the road to help operators and address their concerns. I would contact operators directly, tell them what is being put together and what they will get out of it. Those who go will get some real value.

One place operators aren't going is trade shows, which are seeing a decrease in attendance. What do you think is the cause?

Operators are not getting excited enough to go to shows anymore. They look at a lot of equipment they can't afford. And seminars are not tackling new areas of interest. Operators are struggling and not making very much money anymore.

A lot of manufacturers still think if a game is hot and the operators show their support by buying it, then operators must have a lot of money. But this is not the case. What's extremely frustrating for operators is that they see the price of technology coming down everywhere, but for our business it's going up.

State shows are also feeling the crunch. What do you see as the reason?

There has to be a compelling issue for operators to work together. In the absence of such an issue, attendance at state association events suffers.

Operators are fending for themselves. No one is sticking his neck out saying, 'Let me show you how we can help you.' The operators don't trust anyone, and rightfully so, because nobody has earned it.

In conclusion, let me say that I stand before the AMOA, the AAMA, and state associations, to volunteer myself to participate in pursing this vision, with your help. ▲

Surf's Up!

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Web site 2:
http://www.funone.com/pubs/playmetr.htm

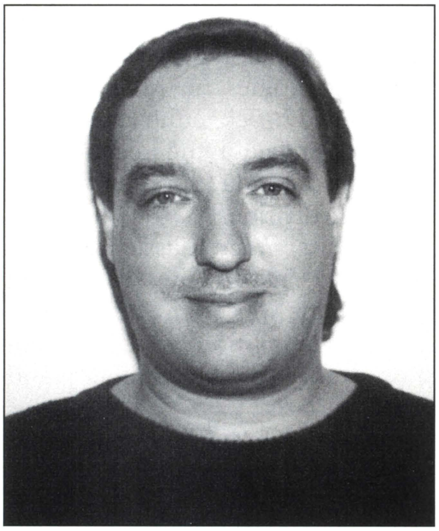
E-mail:
playmeter@aol.com

VALLEY GOLD

qualifiers come down to the wire

Qualifying tournaments for last month's Valley North American Championships were held right up to the wire in six states and Canada, sending 32 players to the finals.

The finals in Las Vegas, known as the Valley Gold, offered qualified players a chance to compete for spots on Team USA, which will travel to Europe this fall for international competition at the Valley World Cup.



Darren Dey was one of four winners in Edmonton, Alberta, who had just taken up electronic darts.

Paul Aschinger (l) and Debora Strachan were winners in Lakewood, Wis.

Here is how those regional events played out:

KANSAS

More than 400 entrants competed for $5,400 in cash, $800 in merchandise, and six spots in the finals. The event, held at the Holiday Inn in Kansas City, was sponsored by Neon Amusement of Leavenworth and raised an additional $760 for charity. Winners were Fred Contreras, Dennis Sturgis, George Thompson, Nancy Mashburn, Lena Brull, and Jodie Kreitzer.

FLORIDA

The Firehouse Bar & Grill in Tampa was the scene of a qualifier that sent six winners to Las Vegas including Bryan Carroll, Stan Trim, Frank Sukiennik, Ron Lott, Janice Matte, and Cheryl Tucker. A total of 23 players showed up for the event, sponsored by 301 Vending, also of Tampa.

ARIZONA

A quartet of winners from the Grand Canyon State took top honors in the qualifier sponsored by Troy Vending of Phoenix. Putting in winning performances at the Bench Warmer in Phoenix were Bob Castillo, Jim Stevens, Kristi Boehm, and Carol Payne. A total of 33 players competed for $260 in cash and prizes.

WISCONSIN

A pair of Badgers, Deborah Strachan and Paul Aschinger, were the winners of a qualifier sponsored by Tom's Coin & Games of Lakewood. Held at the Waubee Lodge Resort in Lakewood, the tournament featured $200 in cash.

Six more darters from the state put their talents to the test in Vegas after winning at a qualifier sponsored by Eagle Amusements of Superior. The competition took place in three area locations: Richard's Bar, The Iron Horse, and Beacons Sports Base. The winners were Stephanie Johnson, Don Collelo, Tina Whiting, Lisa Putnam, Jamie Keye, and John Mollis.

INDIANA

A pair of Hoosiers, Joe and Pam Royko, took their first step to the Valley Gold by winning at a qualifier sponsored by Star Amusement of Gary. Held at Jackson's Bar in Valparaiso, the event attracted 28 players and offered $280 in cash.

IDAHO

Shorty's Saloon in Boise was the scene as Lisa and Tom Mahoney teamed up to win the Las Vegas trips in a qualifier sponsored by Inglis Coin Machine Service, also of Boise. A total of 48 players competed for $650 in cash.

CANADA

They may be new to the game of electronic darts, but the four winners in a qualifier sponsored by Wal-Mac Amusements of Edmond, Alberta, will soon be tournament veterans. Helen Gayle King, Charlene Mayo, Darren Dey, and Rick Arnott all earned spots for the Valley Gold. Each of the four had only been playing electronic darts for only a few months, but each demonstrated great progress at the Ridgeway Lounge in Edmonton, which offered $315 in cash for the 21 competitors. ▲

MERIT WORLD SERIES stops in New York and Florida

From left in Albany: Gary Hanna of Capital District Darts, Pro Singles winner David Brock and runner-up Tom Skelton, and Buz Teson of C.D.D.

C.D.D.'s Buz Teson (c) with League Doubles winners in Albany Mike Smick (l) and Steve Smead.

Kissimmee League Singles winner John Holmes (l) with Bob Wiles of Merit.

The Merit Industries World Series of Darts made two recent stops as part of its ongoing national competition in the state capital of Albany, N.Y., and Kissimmee, Fla.

Co-sponsors of the New York event were Buz Teson and Gary Hanna of Capital District Darts, who have done an excellent job of promoting leagues in the upstate area, according to Merit.

Taking home the MVP jackets were David Brock in the Pro category, Steve Smead in the League category, and Linda Spratley in the Women's division.

The Kissimmee Klassic held several weeks earlier saw 12 players come all the way from South Africa for the competition, which was cosponsored by Al Bullock and Camelot Darts.

Florida has produced some of the world's best dart players, and the caliber of play reflected that fact. Pro MVP went to Kenny Doyle. Steve Johnson took League MVP, and local favorite Teri Taylor earned the title Woman MVP.

Merit also noted that Laramie Screen Printing is again helping to sponsor the World Series of Darts, and the company's products are becoming collector's items for dart players everywhere.

For more information on the World Series of darts, contact Bob Wiles or Tom Horne at (215) 639-4700. Here's a look at the full results from both events:

NEW YORK

Draw Doubles: 1st–Scott Voland of Cohoes, and Chris Geslani of Troy; 2nd–Steve Smead of Naugatuck, Conn., and David Brenner of Albany; 3rd–Steve Pfleuger of Utica and Phil Williams of Watervliet.

Women's Doubles: 1st—Kim Andreoli of Waterbury, Conn., and Ann Marie Moretti of Wakefield, Mass.; 2nd—Linda Spratley of Newark and Shelley Brock of Tonawanda; 3rd—Diane Allard and Angela Sarbieski, both of Naugatuck, Conn.

Open Four-Person: 1st—Paul Sartanowicz of Somerville, Mass.; Ed Norton of Bethany, Conn.; Mike Smick of Waterbury, Conn.; and Steve Smead of Naugatuck, Conn.; 2nd—Dan Paul of Nassau, Tim Grossman of Hudson, Burt Van Wie of E. Greenbush, and Mark Schlesinger of Albany.; 3rd—Wayne Spratley of Newark, David Brock of Tonawanda, and Andy Rossi and Steve Pfleuger, both of Utica.

League Singles: 1st—Steve Smead of Naugatuck, Conn.; 2nd—Steve Pfleuger of Utica; 3rd—Dave Andreoli of Waterbury, Conn.

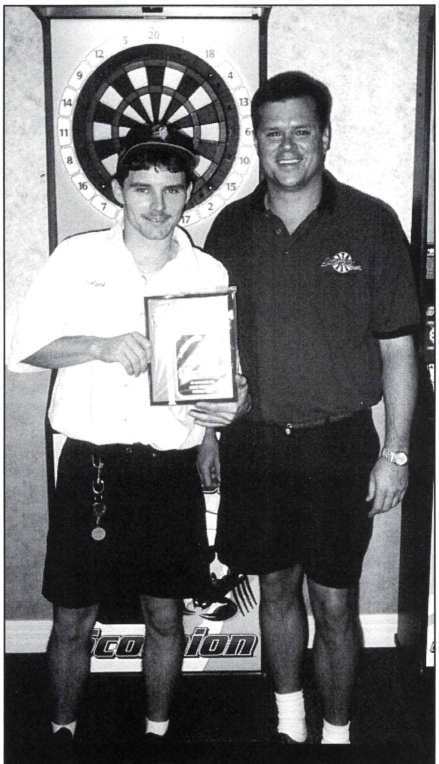
Pro Singles: 1st—David Brock of Tonawanda; 2nd—Tom Skelton of Troy; 3rd—Burt Van Wie of E. Greenbush.

Mixed Triples: 1st—Linda Spratley and Wayne Spratley, both of Newark, and David Brock of Tonawanda; 2nd—Angela Sarbieski and Steve Smead, both of Naugatuck, Conn., and Mike Smick of Waterbury, Conn.; 3rd—Anne Marie Moretti of Wakefield, Mass.; Paul Sartanowicz of Somerville, Mass.; and Ed Norton of Bethany, Conn.

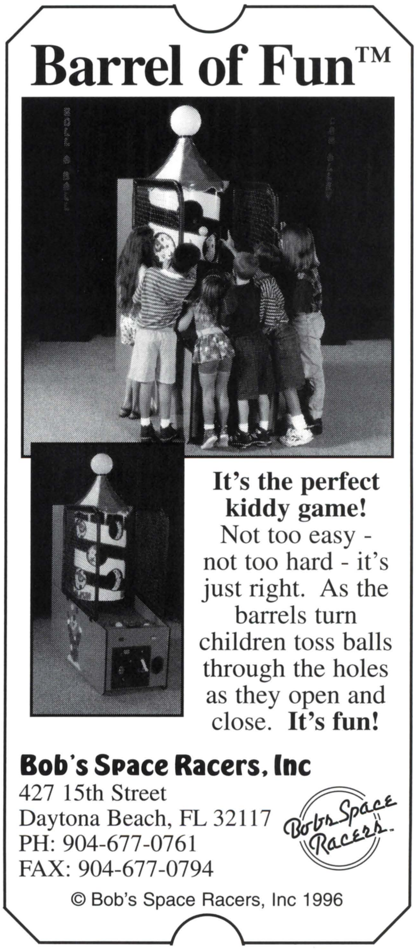
League Doubles: 1st—Steve Smead of Naugatuck, Conn., and Mike Smick of Waterbury, Conn.; 2nd—Scott Voland of Cohoes and Tom O'Neill of Voorheesville; 3rd—Steve Pfleuger of Utica ad Andy Rossi of Rome.

Pro Doubles: 1st—Wayne Spratley of Newark and David Brock of Tonawanda; 2nd—Aaron Wessels of Troy and Rich Smith of Albany; 3rd—Ed Norton of Bethany, Conn., and Paul Sartanowicz of Somerville, Mass.

Women's Singles: 1st—Linda Spratley of Newark; 2nd—Anne Marie Moretti of Wakefield, Mass.; 3rd—Kim Andreoli of Waterbury, Conn.



Pro Singles runner-up Mark Absher with Chuck West of Merit in Kissimmee.



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FLORIDA

Draw Doubles: 1st—Nick Kielman of Jacksonville and Rich Van Tassell of Ft. Myers; 2nd—Pat Hewitt of Swansea, S.C., and Junior Johnson of Orlando; 3rd—Bill Snary of Lady Lake and Ronnie McEwan of Richard's Bay, South Africa.

Women's Doubles: 1st—Liz Bean and Stephanie Ferguson, both of Jacksonville; 2nd—Brenda Haskell of Boynton Beach and Sue Paddock of Orlando; 3rd—Jennifer Nadiak and Meradith McGee, both of Orlando.

Open Four-Person: 1st—Pat Hewitt of Swansea, S.C.; Mick Hedges of Tampa; A.W. Aguilar of Clermont; and Junior Johnson of Orlando; 2nd—Thom Johnson of Largo, Ralph Wagner of Orlando, Jimmy Sullivan of Clermont, and Walter Spach of New Port Richey; 3rd—Nick Kielman, Mark Absher, Steve Doaner, and Howie Brigance, all of Jacksonville.

League Singles: 1st—John Holmes of Ft. Myers; 2nd—Steve Johnson of Riverview; 3rd—Will Lint of Deltona.

Pro Singles: 1st—Kenny Doyle of Orlando; 2nd—Mark Absher of Jacksonville; 3rd—Junior Johnson of Orlando.

Pro Doubles: 1st—Meradith McGee and T.J. May of Orlando and Rob Dumounte of Clearwater; 2nd—Jan Noble, Will Lint, and Luke Bodigon, all of Orlando; 3rd—Roxy Martin and Dave Martin, both of Orlando, and Jeff Jones of Palm Beach.

League Doubles: 1st—Steve Johnson of Riverview and Dave Lick of Tampa; 2nd—Will Lint and Kenny Barnett, both of Orlando; 3rd—Alyn Harding and Hank Kline, both of Port Richey.

Pro Doubles: 1st—Jimmy Sullivan of Clermont and Thom Johnson of Largo; 2nd—Stan Trim of Tampa and Rob Dumounte of Clearwater; 3rd—Pat Hewitt of Swansea and Mick Hedges of Tampa.

Women's Singles: 1st—Theresa Bush of Clermont; 2nd—Teri Taylor of Orlando; 3rd-Sandie Robbins of Kissimmee. ▲

VNEA hosts 5,000 pool players in Las Vegas

1996 VNEA Hall of Fame inductees, (l-r): Doug Rowland, Don Rotert, Ron Morton, Allen Duprel, and Mike Jensen.

The Tournament Committee, (l-r): VNEA's Greg Elliot, Judy Mehle of High Country/TD Rowe, Craig Dumbei of C & N Sales, Tom Elum of Elum Music, Gary Benson of High Country/TD Rowe, Dick Spitzer of Rushmore Amusement, and Vince Leavey of Western Auto Music.

The procession of flags at the Opening Ceremony.

This year's Valley National Eight Ball Association's 16th Annual Extravaganza hosted 5,000 VNEA pool league players who competed on 185 freshly felted Valley pool tables at the Riviera Hotel & Casino in Las Vegas.

Wit 842 teams and 3,256 singles entrants, the Annual International Championships saw players shoot it out for more than $360,000 in 16 separate divisions. Throughout the week several minitournaments were also held including the ever popular Scotch Doubles competition.

Players came from 37 states and 11 countries including Australia, Bahamas, Bermuda, Canada, Germany, Malaysia, Netherlands, New Zealand, Portugal, Spain, and the United Kingdom. These competitors were sponsored by 190 of VNEA's Charter Holder base of 375 members.

Following the singles events, team competition got underway with a unique display of zaniness as the four world famous Flying Elvis' dropped into center stage displaying a huge VNEA Pool Leagues banner. Legendary Red Jones then kicked off the Team Open Ceremonies leading a procession of flag bearers representing every state and country in attendance.

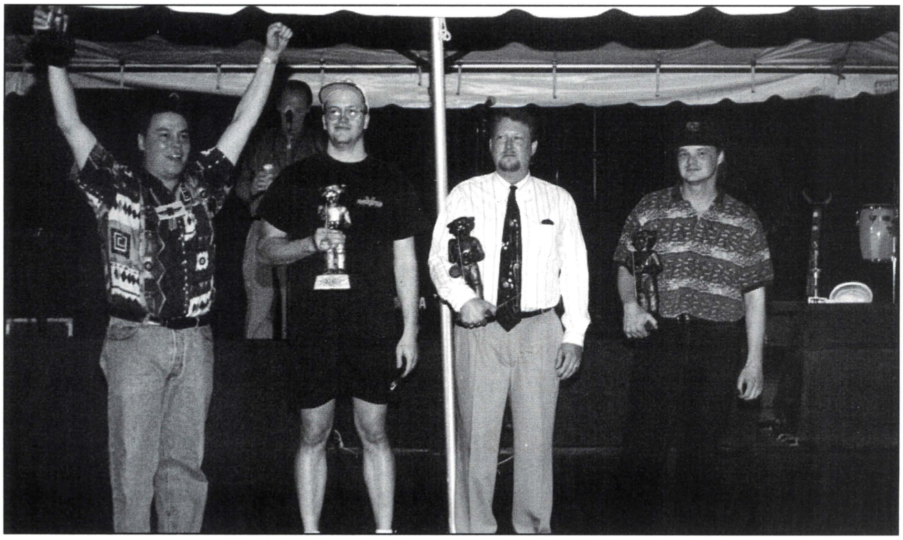
The Suds & Chip Mixer served as the ideal stage for winners of the singles events, as well as the induction of the following into the Hall of Fame members: Allen Duprel of Rushmore Amusement, Mike Jensen of Stansfield Vending, Ron Morton of Indy Amusements, Don Rotert of C & N Sales, and Doug Rowland of D & R/Star.

As Hall of Famers departed the stage, the audience was treated to a fireworks show and the sounds of Big Bang Beat, a 13-piece Motown review band.

June 1, 1996
Charbel's V
$8,000.00
Eight Thousand and 00/100 DOLLARS
8-Ball Open Team Regular Champions
VNEA President

8-Ball Open Team Regular Champions Charbel's V, (l-r): Eddie Hubble, Mark Daulton, Jarret McPherson, Willie Compton, and Ray Detamore.

9-Ball Women's Singles Regular Division winners, (l-r): Liz Thomas, 1st place; Lavonne Bessier, 2nd place; Lisa Cain, 3rd place; and Jill Nagel-Favero, 4th place.



8-Ball Men's Singles Regular Division winners, (l-r): Claude Spence, 1st place; Jeff Boucher, 2nd place; Todd Murra, 3rd place; and Bryan Butler, 4th place.

At the conclusion of the team competition, the stage was set for the Awards Banquet, which saw all divisional winners receiving their "Charlie" awards. The event also featured the comedy talents of John Pinette and several impromptu drawings for pool cues and cases donated by McDermott Cues, Mali & Co., and Huebler Industries.

Earlier in the week at the President's Reception in honor of VNEA president Gary Benson of High Country/TD Rowe in Colorado, Lifetime Sanction Cards were presented to several longtime supporting manufacturers by Valley chairman Chuck Milhem. Cards were given to Lorenzo Mazzone (L.E.A.N.I.), Paul Huebler (Huebler Industries), Larry Johns (McDermott Cues), and Fred Mali, Norm Althoff, and John O'Connor (Mali Cues).

The reception was also the setting for the presentation of the 1996 Warren Kelley Meritorious Service Award, the highest VNEA award given in memory of late supporter Warren Kelley. This year's winner was Craig Dumdei of C & N Sales in Mankato, Minn.

A new award this year called the President's Choice Award was presented by Benson to Mazzone of L.E.A.N.I. Slate Co., and the Team Uniform Award went to Sure Shots Looney Tunes on the women's side and Curpen Cues in the men's division.

As in year's past, professional pool instructor Jerry Briesath was on hand to give instructions, and Dr. Cue (Tom Rossman) was there with his fireball of pool wit and skill. Dr. Cue held his own three-stage competition, the World Artistic Pool Championship, with Gerry Frohnen of Canada emerging the winner.

At another special table throughout the tournament week was one more dramatically exciting and unique competition taking place, Speed Pool, starring the Ginger Wizard (David Pearson). Recording the winning time in this event was Australian Shawn Budd.

Retaining its annual custom, Valley Recreation Products donated an *El Tigre* Home Pool Table to be given away at the Opening Ceremonies. This year's winner was David Darnell of Wheatfield, Ind.

VNEA expressed thanks for the continued support of the following corporate members: Falcon Cues, Mueller Sporting Goods, NSM, New Image, Predator, Viking, Mali, and By Pranther Inc., as well as major sponsors Valley Recreation Products, L.E.A.N.I. Slate Co., Huebler Industries, and McDermott Cues. Each of the corporate members was presented with a Marble Pyramid Award by VNEA executive director Greg Elliot.

Here's a look at the results:

8-Ball Men's Singles Regular Division: Claude Spense of Ontario Amusement Games defeated Jeff Boucher of Capital Music in Montana.

8-Ball Women's Singles Regular Division: Begona Cortes of Import Pool Play in Spain beat out Anne Green of Amarda Holdings Pty. in Australia.

8-Ball Men's Singles Masters: Stan Tourangeau of Wal-Mac Amusements in Canada triumphed over Eddie Ray Carroll of N.T.S./Dart TEch in Nebraska.

8-Ball Women's Singles Masters: Gari Jo Bloomber of Rushmore Amusement in South Dakota retains the title. Renee Salvi of Amusement Supply in Pennsylvania finished second.

9-Ball Men's Singles Regular Division: Larry Nevel Jr. of Rockford Star Games in Illinois defeated Jerry Slivka of Amusement Supply in Pennsylvania.

9-Ball Women's Singles Regular Division: Liz Thomas of United Distributors in Kansas won out over Lavonne Bessler of Gapter Amusement in Wyoming.

9-Ball Men's Singles Masters: Stan Tourangeau of Wal-Mac Amusements in Canada swept the division beating Joe Brown of A.B.C. Music in Ohio.

9-Ball Women's Singles Masters: Inter Provincial Amusements Kathie MacDonald of Canada won the event, defeating Renee Salvi of Amusement Supply in Pennsylvania.

8-Ball Men's Senior Singles: Longtime VNEA personality Anthony Falcigno claimed victory over Dick Linton of American Amusements in Minnesota.

8-Ball Women's Senior Singles: Judy Adamasaris of Star Amusement in Indiana edged out Bonnie Mahaffey of Primo Pastimes Enterprises in Ohio.

Regular Scotch Doubles: A pair of Canadians, Marcie Dunbar and Claude Spence of Wal-Mac, defeated another, Cheryl Morley and Russell McKay, for the title.

Masters Scotch Doubles: Indy Amusements Janis Byrne and Tony Blankenship, both of Indiana, beat out Canadians Jean Cardinal of Wal-Mac Amusements and Wayne Boam of Inter-Provincial Amusements.

8-Ball Open Team Regular Division: Hometown opponents Charbel's I and Charbel's V, both of State Amusement in Virginia, with the latter taking the title.

8-Ball Women's Team Regular Division: The Commodore Breakers of American Arcades in Minnesota outplayed Team Germany of NSM Apparatebau.

8-Ball Men's Team Masters: Airway Billiards of ABC Music & Games in Ohio repeated last year's victory by beating Brickyard Blues of Indy Amusements in Indiana.

8-Ball Women's Team Masters: Shooting Stars of Rushmore Amusement in South Dakota laid claim to the title by defeating Century Annihilators of Wal-Mac Amusements in Canada. ▲

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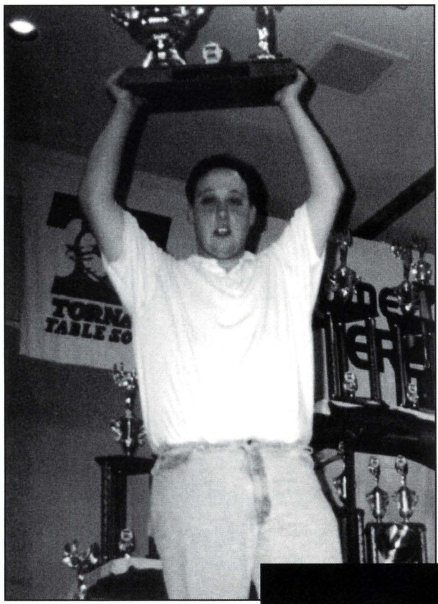
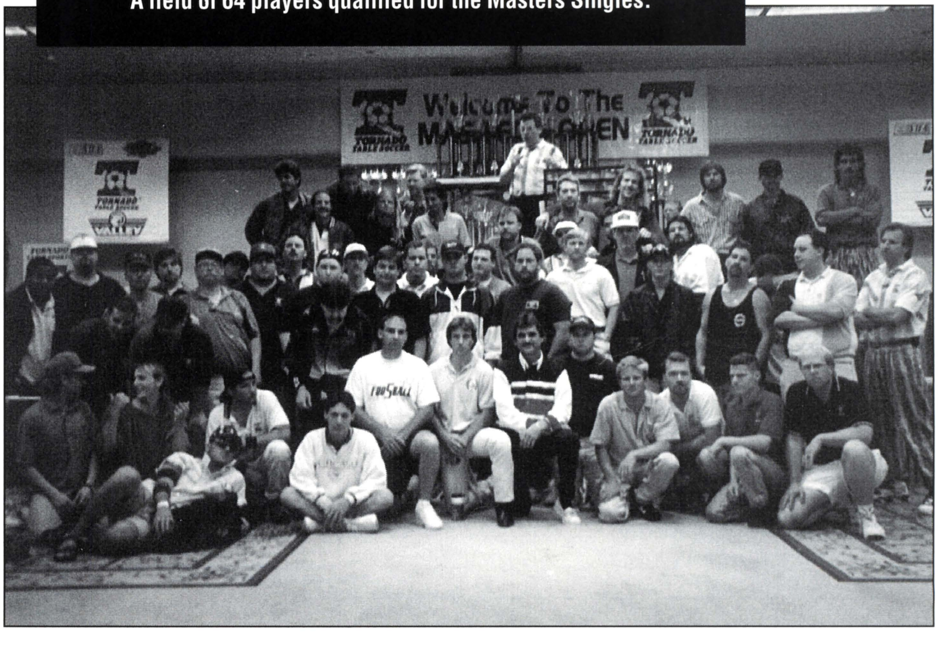
TORNADO MASTERS held in Atlanta



1996 Masters champion Louis Cartwright of Las Vegas.

A field of 64 players qualified for the Masters Singles.



The Tornado pro tour breezed through Atlanta on a recent weekend for its 1996 Masters Open; the annual event was held at the Atlanta Airport Hilton for the sixth consecutive year and offered $40,000 in cash and prizes.

Well over 1,600 total entries were tallied up over the four-day tournament with players coming from all over the continental United States as well as Germany, Ireland, and England.

Louis Cartwright of Las Vegas claimed this year's version of table soccer's most prestigious honor: singles title of the year. The Masters Singles victory earned Cartwright the coveted green jacket as well as the number one seed in all open singles events for the remainder of the season.

The next stop on the tour was scheduled for July in New Orleans. The $100,000 World Championships will be held at the Dallas/Ft. Worth Hyatt Regency Aug. 28-Sept. 2. For more information on the tour, call (817) 561-0511.

Here's a look at the full results:

Open Doubles: 1st—Terry Moore of Illinois and Bob Diaz of Florida; 2nd—Ron Nevois and Bob Bernico, both of Florida; 3rd—Scott Wydman of Arizona and Todd Loffredo of Colorado.

Women's Doubles: 1st—April Devito of New York and Melanee Tosh of Oklahoma; 2nd—Liz Hill of Oklahoma and Christina Fuchs of California; 3rd—Caryn Varadinek of New York and Tracy Hill of Texas.

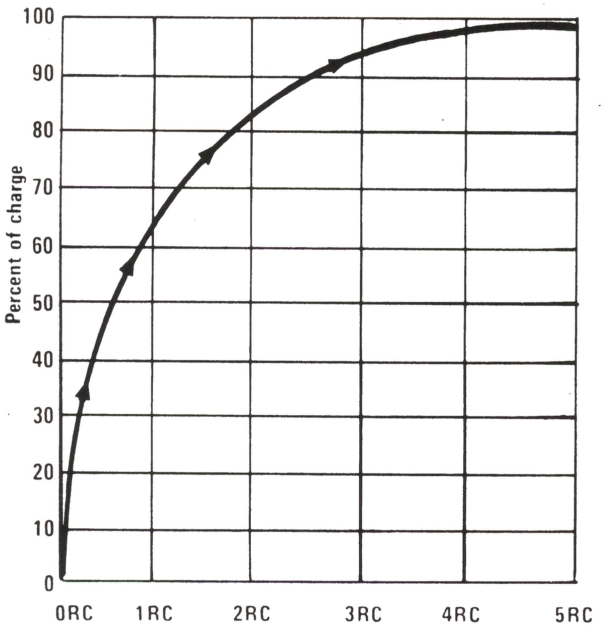
Open Singles: 1st—Todd Loffredo of Colorado; 2nd—Adrian Zamora of California; 3rd—Tom Yore of Florida.

Women's Singles: 1st—Cindy Head of Alabama; 2nd—Liz Hill of Oklahoma; 3rd—Angela Sine of Florida. ▲

Capacitors and ESR: how equivalent series resistance affects performance

A
Play Meter
Monthly
Exclusive

If you're a regular reader of Play Meter, you know that the subject of power supply repair has been covered pretty thoroughly here in Technical Topics. Video game monitor repair has also been covered extensively.



Capacitors follow an RC charge time as they charge to the applied voltage.

Fig 1.

The common thread between these two is capacitor failure. Capacitor failure is so common, I generally travel around the world with a suitcase full of them.

Capacitor failures

Most electronic components have a practically infinite life expectancy. For example, the mean time between failures (MTBF) for a passive component like a resistor or even active components such as diodes and transistors can easily approach or even exceed 100,000 hours.

But electrolytic capacitors are another story altogether. Electrolytic capacitors are virtually guaranteed to fail eventually. One cause of this failure is that the electrolyte inside the capacitor will inevitably dry out. A result can be a decrease in capacitance.

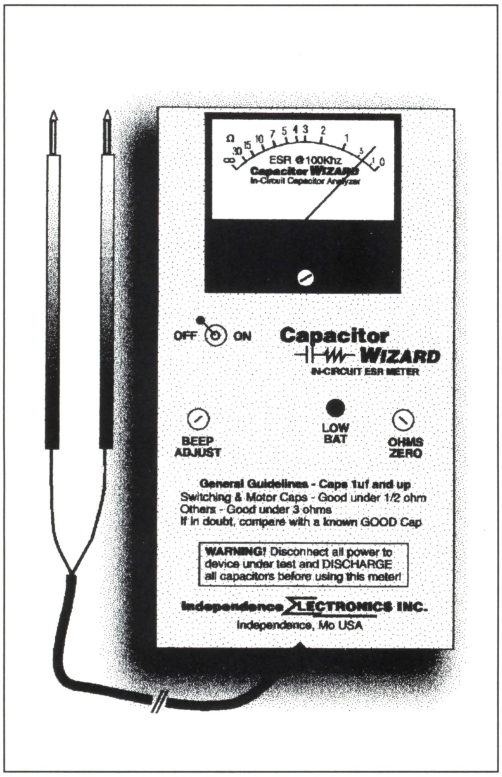
For example, a 3300 microfarad capacitor will, over time, decrease in value to 2000 microfarads, then 1000 microfarads, and so on. In fact, it's not unusual for an electrolytic capacitor to open circuit completely.

Proper testing of electrolytic capacitors requires the use of a capacitance meter. The point at which a reduction in capacitance causes a malfunction depends on where the capacitor is being used. Some circuits (such as linear power supply filter capacitors) can tolerate a substantial loss of capacitance without an apparent failure. In other circuits, a small reduction in capacitance will show up right away. Monitors are a good example of this as electrolytic capacitor failures can cause a distorted picture, brightness problems, or even complete shutdown. By the way, short circuits in electrolytic capacitors are rare.

In addition to a suitcase full of capacitors, I generally carry a capacitor meter with me as well. Although just about everyone has a digital multimeter that they use for measuring voltages and checking fuses, capacitors cannot be adequately tested with the DMM. Despite the fact that many technicians claim that capacitors can be tested by using the resistance (ohms) setting of the meter and watching the resistance change as the capacitor charges, I have found this test to be extremely misleading. Capacitors that appear to pass the "charge" test have actually been defective.

Some types of capacitor meters use the charge test to measure capacitance. When a capacitor is connected to a voltage source, it does not be-

Randy Fromm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IN-CIRCUIT ESR METER
BEEP ADJUST
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OHMS ZERO
General Guidelines - Caps 1uf and up
Switching & Motor Caps - Good under 1/2 ohm
Others - Good under 3 ohms
If in doubt, compare with a known GOOD Cap
WARNING! Disconnect all power to device under test and DISCHARGE all capacitors before using this meter!
Independence ΣLECTRONICS INC.
Independence, Mo USA

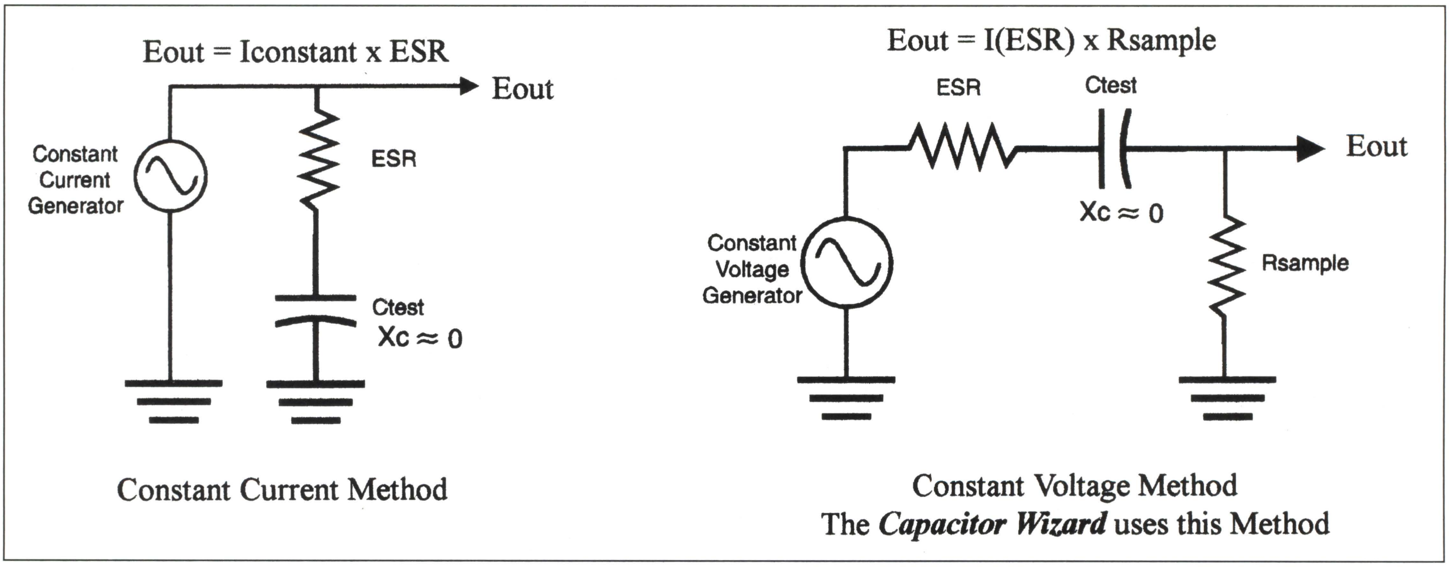
Fig. 2

come fully charged instantaneously, but takes a definite amount of time. The time required for the capacitor to charge is determined by the size or capacity of the capacitor, and the resistor in series with the capacitor or its own internal series resistance. This is called the RC time constant. Capacity in farads multiplied by resistance in ohms equals the RC time constant in seconds. The curve of the charge of the capacitor is the RC charge curve.

Re-read the previous paragraph again. Notice the phrase "internal series resistance?" This is one of those important thingies that whiz right by you if you're not careful. Also known as "ESR" (Equivalent Series Resistance), this measurement of a capacitor's "health" is not directly related to a capacitor's "capacitance in microfarads" and may be new to many techs so lets briefly review ESR and its detrimental effects.

Equivalent series resistance: ESR

ESR is the DYNAMIC pure resistance of a capacitor to an AC signal.


Eout = Iconstant x ESR
Eout
Constant Current Generator
ESR
Ctest
Xc ≈ 0
Eout = I(ESR) x Rsample
ESR
Ctest
Eout
Xc ≈ 0
Constant Voltage Generator
Rsample

Constant Current Method

Constant Voltage Method
The ***Capacitor Wizard*** uses this Method

Fig. 3

Service Bulletins

GAME: *Safe Cracker*
SUBJECT: Intermittent dispensing of tokens on games manufactured between 5/2/96 and 5/20/96.

If you're having a problem with tokens not always dispensing on *Safe Cracker*, replace the stop brackets (item 24 on pages 2-32 and 2-33 in the operation manual) on the shuttle plunger assembly (item 5 on pages 2-33 in the operations manual). The new stop bracket is part number 04-10506. Keep in mind that there are two coils that need the stop brackets changed.

The following is the procedure for changing the stop brackets:

1. Turn off the power to the game.
2. Unlock the backbox and remove the backglass, storing it carefully to avoid damage.
3. Grasp the upper insert unit and pull it away from the backbox, toward the playfield glass.
4. Remove both 10-32 x 3/8" cap screws using a 5/32 allen wrench (two cap screws for each stop bracket).
5. Remove original stop bracket and install updated stop bracket.
6. Put a dab of locktight #245 on the cap screw threads and retighten securely.
7. Lift the insert panel back to its original position.
8. Replace backglass and lock the backbox.
9. Turn on power to the game and test the token dispenser.

High ESR can cause time constant problems, capacitor heating, circuit loading, total circuit failure etc. A switching power supply may not reliably start—or start at all. Slight hum bars appear in the video of a monitor. A display may be pulled in from the sides, top or bottom. These problems and many more are often caused by capacitors with normal capacitance but high ESR!

All capacitors have a certain amount of ESR. Sources that contribute to ESR include lead resistance, dissipation in the dielectric material, and foil resistance. Small, non-electrolytic capacitors should have extremely small amounts of ESR. An electrolytic capacitor which has excessive ESR will develop internal heat which greatly reduces the life of the capacitor. In addition, ESR changes the impedance of the capacitor in circuit since it has the same effect as adding an external resistor in series with the component.

There's an excellent piece of test equipment that can be used to measure a capacitor's ESR. It's a type of AC ohm meter called the Capacitor Wizard and can even be used to measure a capacitor's ESR "in-circuit." Other capacitor meters require that the capacitor be pulled from the circuit before testing.

Measuring ESR is often a more accurate test of a capacitor's health than testing its capacitance. However, ESR does not exist as a STATIC quantity, therefore it cannot be measured by a conventional capacitance meter or a DC ohm meter. ESR exists only when alternating current is applied to a capacitor or when a capacitor's dielectric charge is changing states.

ESR can be considered to be the TOTAL in-phase AC resistance of a capacitor. ESR includes the DC resistance of the leads, DC resistance of the connections to the dielectric, capacitor plate resistance and the in-phase AC resistance of the dielectric material at a particular frequency and temperature.

ESR is affected by every capacitor physical quantity - so any problem with a capacitor (other than a short-circuit, of course) shows up as an increase in ESR! The combination of components that make up ESR are symbolized by a resistor in series with a capacitor. This symbolic resistor does not really exist as a physical entity so direct measurements across the ESR resistor are not possible! However, if a method of correcting for the effects of capacitive reactance is provided, and considering all ESR resistances are In-phase, ESR can be calculated and measured by using the basic electronics formula E = I x R.

If a capacitor has dried out, is open, or otherwise has suffered drastic failure, the measured ESR will be near infinity. If a capacitor has changed capacitance slightly, it has a problem and that problem will show up as a several ohms increase in the ESR. For this reason a standard capacitance meter that does not measure ESR could lead you to conclude that a bad capacitor is actually good!!

I have seen this time and time again and always make a point of mentioning it to my Arcade School students. If a regular, hand-held capacitance meter shows the capacitor under test as being just the tiniest bit low (for example, a 470 microfarad capacitor that measures 465 microfarads) it is probably bad. It is not bad because it has lost its microfarads but (probably) because its ESR has increased.

Measuring ESR

How do you tell the good caps from the bad?

Whether the ESR of a particular capacitor is correct or too high can always be determined by comparing the suspicious capacitor to a known good one of the same value, voltage rating, and type. Unfortunately, one doesn't always have another capacitor to compare against. Experience is the best teacher here, however there are some general guidelines:

The higher the rated working voltage, the higher the normal ESR. Capacitors used in Switching Power Supplies should have really LOW ESR - less than 1/2 ohm. Non-polarized caps are normally less than 1/2 ohm.

The next logical question about ESR is "How HIGH is TOO HIGH"? That's a judgement call that can only

Service Bulletins

GAMES: *Jack-Bot* and *Congo* sample games manufactured before 12/15/95.

SUBJECT: Premature loss of battery voltage on the WPC-95 CPU board.

The CPU boards affected have the bare board part number of 5764-14533-08 (screened on back side of board). The circuit boards should have been modified in-house, but in case any were missed, follow the modification procedure below.

- Cut trace on the component side of the PCB as shown in Figure A.

Tack solder the cathode of a 1N5817 1.0A diode (D28 on drawing and later board revisions) to U21 pin 2 as shown. Solder a short piece of insulated wire from the anode end of D28 to the feedthrough hole near U12 pin 20 as shown in Figure A.

- Solder a 22K ohm 5% 1/4W resistor (R129 on drawing and later board revisions) to the feedthrough holes in the PCB near U18 as shown in Figure B.
- Verify that R91 is a 22M ohm 5% 1/4W resistor.

Figure A

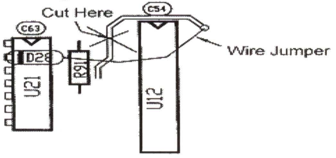
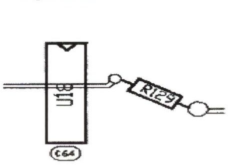


Figure B



be based on experience or comparison to a known good cap. Over 15 ohms is certainly too high for most applications. Over 3 ohms is too high for Horiz/Vert switching applications. Over 1/2 ohm is too high for power switching applications. By comparison you will gain experience and know when to be suspicious. These are my opinions. Here are some actual repair situations:

Example: 47uf @50vdc measures 25 ohms ESR in circuit – BAD CAP

The suspect capacitor is a 47uf @50vdc in a switching power supply. The Capacitor Wizard has measured 25 ohms ESR in circuit. That is higher than 15 ohms and much too high for any quality cap. A new capacitor measured 5 ohms ESR. The new capacitor fixed the problem.

Conclusion: This is a higher voltage capacitor and can be expected to normally measure higher than ´ ohm. In my judgment any "switch mode" capacitor that measures more than 3 ohms ESR is suspect no matter what the voltage rating, however you may get by with 5 ohms ESR in that particular circuit.

Example: 1000uf measures 1.5 ohms in circuit – BAD CAP

This is a 1000uf cap used in lots of switching power supplies. The Capacitor Wizard measured 1.5 ohms in circuit. Because the capacitor's operating voltage is so low and it's used in a switching power supply, I would expect a normal ESR reading of less than 1/2 ohm. Comparison to a known good cap confirmed it should measure less than 1/2 ohm. Replacing this cap cured the trouble.

Get experience measuring known bad caps. As a new user of the Capacitor Wizard I highly recommend that you test some known bad caps to see how they respond and build your confidence in the instrument. Why you might be saving your bad capacitors I cannot say. I save them for use as examples during my Arcade School so I have bags of 'em.

The Capacitor Wizard probes are non-polarized so don't worry about polarity. You will probably have mostly open capacitors and they will barely move the meter. Get a 100 ohm resistor and put it in parallel with a bad open cap. Notice that the meter still just barely moves! Try different values of resistance and see how the meter responds. Get a transistor or a diode and try to measure across the junctions. You will notice the Capaci-

Service Bulletins

GAME: *Johnny Mnemonic*
SUBJECT: Fuses 104 and/or 105 blowing
CAUSE: Wires to data glove not correctly dressed.

This service bulletin addresses the problem of fuse 104 and/or fuse 105 blowing on some *Johnny Mnemonic* pinballs.

This is caused by the wire harness not being correctly dressed, and thus the wires snag and short to the metal frame.

See diagram below for instructions on correctly dressing the wires to the data glove.

A: Incorrectly dressed wires.
B: Dress wires clear of bearing bracket.
(Check motion after dressing.)
C: DO NOT dress wires so that they go over this bracket.
When carriage moves back wires may be cut.

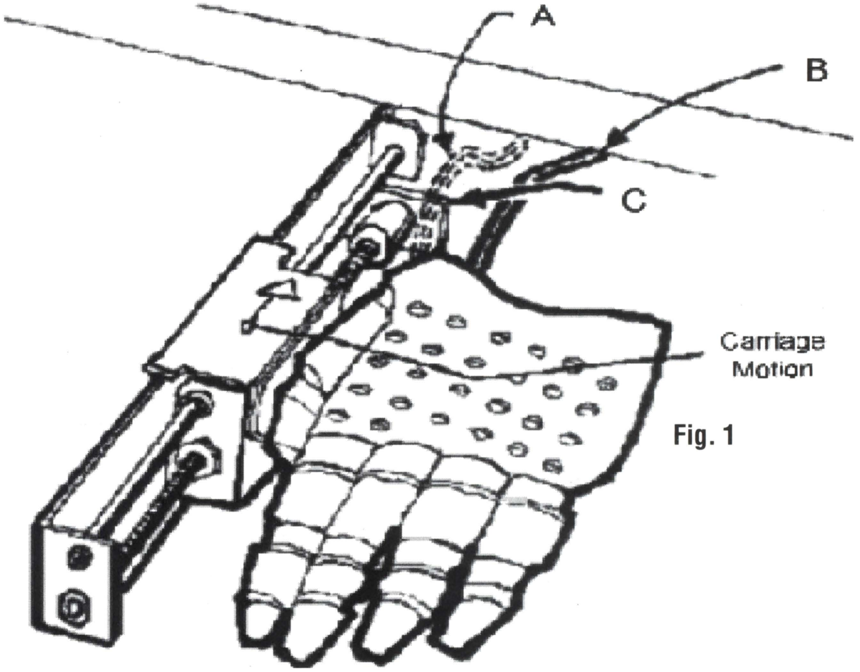


Fig. 1

Fig. 2

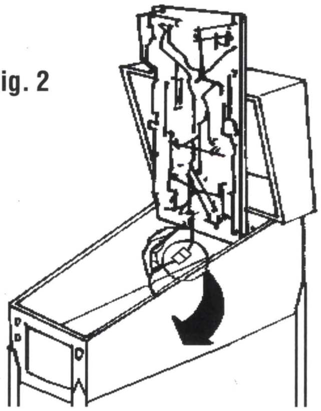
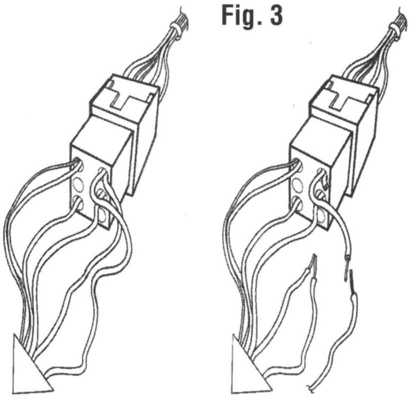


Fig. 3



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Randy Fromm's Arcade School 1944 Falmouth Dr. El Cajon, CA 92020-2827 TEL 619.593.6131 FAX 619.593.6132 tor Wizard does NOT respond. That is because the Capacitor Wizard test signal is only about 5 millivolts. It takes 300 to 600 millivolts to turn on solid state devices. Get a transformer or a choke from a power supply or monitor. Measure across the primary, secondary, or anywhere you like. You will notice that the Capacitor Wizard does not respond. That is because the inductive reactance at the 100 khz test frequency is many orders of magnitude larger than the resistance range of the Wizard. A high percentage of your bad caps will fall into this category—open. This demonstration proves that open caps are very easy to find in-circuit and the associated circuitry has little effect on the Capacitor Wizard operation in-circuit.

Perhaps not all of your bad caps checked open. Some of the caps probably rang the "Cap Good" beeper (ESR less than .5 ohm). Those caps are more than likely good. Every shop accidentally replaces a good cap now and then. Just to make sure they aren't shorted, check them with a standard ohm meter. Check them on your standard out of circuit capacitance reading meter. You'll probably find that they are all good.

Locating other bad caps require a little more experience with the Capacitor Wizard and some knowledge about capacitor types and uses. You may have found caps from one to 30 ohms ESR in your bad box.

Measuring ESR is a very good indicator of capacitor failure. For switch mode circuits it is the ONLY reliable capacitor test, IN or OUT of circuit! Open caps and caps with really high ESR (over 15 ohms) are easy to find in circuit and need to be replaced. Marginal caps that measure between 1/2 and 15 ohms ESR require some experience with the Capacitor Wizard and/or comparison to a known good cap of the same voltage, value, and type. Caps above an operating voltage of 35vdc have a normally higher ESR (around 1 to 3 ohms) than caps of a lower voltage (less than .5 ohm ESR).

I know of no perfect formula or rule that can always tell normal ESR from marginal ESR other than comparison to a known good part. As a technician, I always follow this rule: "If in doubt, replace". You will eliminate a lot of recalls and cure many weird and undefinable intermittent problems if you follow this rule.

A special thanks to Doug Jones without whom this article would not have been possible. It was Doug who introduced me to the Capacitor Wizard. I have not depended on my capacitor meter since then. For more information on the Capacitor Wizard, contact Independence Electronics Inc., 119 S Main, Independence, MO 64050; (816)836-1094; fax (816)252-7309; toll-free (800)833-1094. ▲

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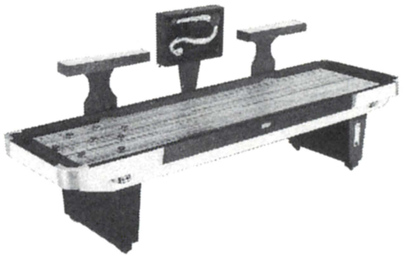

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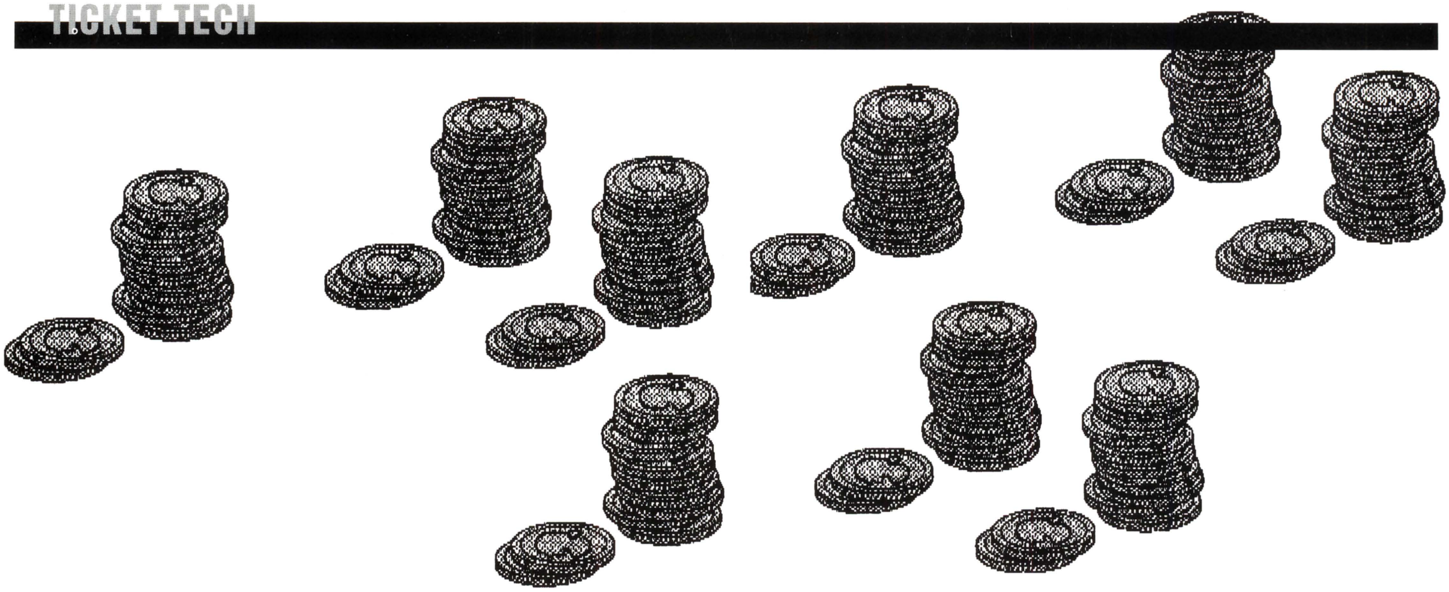

Taking a serious look at COLLECTING COINS

"Ticket Vic" Fortenbach

I hope the title of this months column doesn't throw anyone for a loop. This column is about collecting the coins, whether it be tokens or quarters, from the games. It's not about collecting rare coins.

There are several ways to collect coins from the games. No, I'm not speaking of the normal procedure that includes getting the cashbox, dumping the coins into the counter, and replacing the cashbox into the game. I'm talking about how to speed up the whole process.

I have been involved in game collections for the past 15 years and have found most game collections to be, well, boring. I would even consider it the hardest part of operating a game center.

Here are a few ways and equipment you can use to spice up this boring task. The equipment you may have or may need is obvious: a counting scale and/or a coin counter. I prefer the counting scale. It's just as accurate as the coin counter, however, there is one major drawback: it does not separate the foreign coins from the good coins (your tokens or quarters).

> **"If you are thinking that adding a fourth or fifth person to the collection team would speed things up, forget it!"**

I have identified five games in our game center that cannot be adjusted and will take other coins. Those games get special attention to sorting and counting the tokens when I use the scale. If you don't go though the coin boxes looking for other foreign coins they could be included when you load your bill changers. A customer could get a nickel or washer instead of a correct coin. Not a good thing! Even with the extra sorting, the scale is still about 40 percent faster and a lot easier than a coin counter.

The next piece of equipment you'll need is a computer; the old "do the collection on paper" is now outdated. I use the spreadsheet function from a Microsoft program called Microsoft Works. Nothing fancy, but it works very well. The spreadsheet is easy to set up to make the program calculate all of the games' dollar amounts from coins collected and redemption ticket percentages as you enter them.

If you want to get really fancy, you can set up the spreadsheet to compute a top ten list of games or total income from the life of the game. Bar and line graphs as well as pie charts are some of the more fancy things you can add to show the games earnings.

Be sure you set up the spreadsheet program to calculate total tokens collected. Then match this number up to tokens sold and promotion (freebie) tokens given away. You should see a total token walk off (tokens that leave in the pockets of your customers) of about 100 to 1,000 tokens per week. Don't get scared, the tokens that walk out the door will be back! It's a great low cost promotion!

Collecting made easier

If your game center is large, with 150-plus games, consider purchasing a sturdy cart on wheels so you can move the counting equipment to the area where you are collecting the games. This will speed up the counting process since the heavy cashboxes don't have to be carried as far to the coin counter or scale and returned to the game.

When I need to do the game collections (which is weekly), I just wheel the computer (it's on a wheeled cart) and set up the scale. The "collections central" is usually one of the food tables in the game center. Our food eating area is centrally located to the games, so moving the counting equipment around the game center is not necessary. We count the coins from the games first and enter the data into the computer right then and there.

For 150 games the task of unlocking, pulling the cashboxes, and counting the coins takes about 1-1/2 hours. This is with two people pulling the cashboxes from the games and one person doing the data entry into the computer.

When the meters need to be read, I allow about another 30 minutes. Since we have three people, one person reads the token-in meter and on redemption games the ticket-out meter. Another person follows behind to put the coin box back in the correct game and lock up the game's coin mech and coin box doors. The third person enters the data into the computer. You may be asking yourself: how does the person reading the meters get that information (meter numbers) to the person entering it on the computer? Walkie talkies is the answer.

The walkie talkies idea works great, and the whole token collection, from start to finish, can be completed in less than two hours! (Remember that this is for a game center of about 9,000 square feet and 150 games.) Besides you probably already have the walkie talkies for security purposes within your park.

If you are thinking that adding a fourth or fifth person to the collection team would speed things up, forget it! Since you only have one computer and one scale or coin counter, adding more people will not speed up the process. More likely, it will slow it down since everyone will be chatting with each other.

Choosing the collection team

When choosing your collection team do not select people who are good friends, ones that talk about life and after-job activities. This slows down the token collection process significantly. It's a good idea to have the same team do the collections each week. This saves time because each person knows exactly what to do. One knows where each game meter is located, another is familiar with the computer, and the third is an expert at reading the meters. If you elect to choose people at random to do the collecting, prepare for the problems you'll encounter.

New meter reading idea

One new idea of reading the meters just being explored is to record the game name, coin meter, and ticket meter then total the coins collected from that game on a cassette recorder. This way the token collections can be completed in the evening and the data entry finished in the morning.

With this new method, I've done collections with just two people, one at the computer and one bringing the cashboxes. But the time needed to complete the collections is a little over three hours. Overall, this procedure for game collections is one of the better ways. If you have a better way you'd like to share, you can reach me at Vicco Electronics (619)322-4000 or by e-mail (TICKETVIC@AOL.COM). ▲

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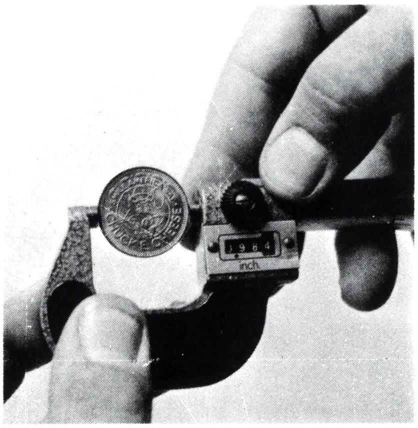

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Larry Munday

A few valid reasons to add a bill validator

"It has been my experience that a person is more likely to have a dollar bill in his pocket than four quarters."

As the price of equipment goes up, the cost per play must as well. That's a given. It only makes sense to add an acceptor the same denomination as the price per play.

Many of the larger games on the market today have to be priced at a $1 per play in order to recoup the vast amount of money shelled out (invested) for this fine piece of technology.

Names like *Alpine Racer, Time Crisis, Daytona USA,* and many titles from American Laser Games come to mind. But some of the aforementioned games are not even offered with a bill validator.

It has been my experience that a person is more likely to have a dollar bill in his pocket than have four quarters. To play a game, he could insert the dollar into a game equipped with a bill validator or be forced to seek out a bill changer or an attendant. He may even decide not to play because of the inconvenience of having to change a bill.

Just as a store will place gum and candy at the check out aisle for impulse purchases, a bill acceptor will accumulate those impulse sales as well.

I like using bill acceptors on the higher priced games for the sheer fact I will not have to empty the cashbox several times a week or worry about the cashbox filling up and back flowing the coin mechs. Also when a bill acceptor was added to our *Alpine Racer,* the revenue rose by 20 percent.

In the case of our *Alpine Racer,* I bolted an external enclosure to the right side of the coin box (**fig.1**). The enclosure I selected was used to dispense baseball cards but is now equipped with a Mars VFM3 with a down stacker. If you do not have an enclosure, Happ Controls makes several items you can use. You can order an enclosure for about $75 without the acceptor (part number 40-0157-00 for use with a down stacker or 40-0157-01 for use with an up stacker (**fig.2**).

Another way to go is to replace the whole coin door or even just the top door. Happ also makes a Universal over/under valuator door with bill acceptor for around $450 or $90 without acceptor (**fig 3**). (Part number 40-0357-00 with acceptor or 40-0355-00 without.) If you would like to save even more money, just the top door is also available (part number 42-0475-00).

If you decide to just replace the top door on your *Alpine Racer,* some modification will have to be done in order for the Happ door to fit into a Coin Control frame. You must bend the Happ door edges inward and relocate the cashbox entries to accommodate the bills and coins. This same door could be used on *Daytona USA* but does present one problem: the left player could only use bills and the right player could only use coins. But it would open itself to receiving more impulse purchases.

If you have any questions about this or any other article, I can be reached via e-mail (BATLETEC@AOL.COM) or fax (208)376-6372. ▲

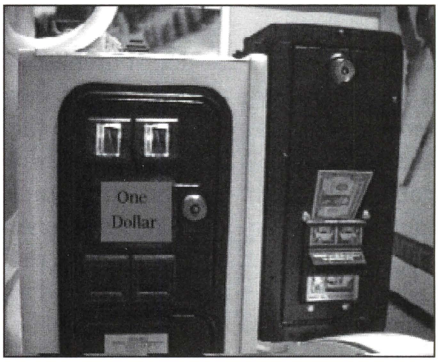

Figure 1

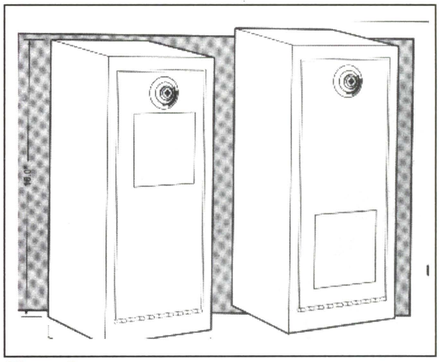

Figure 2

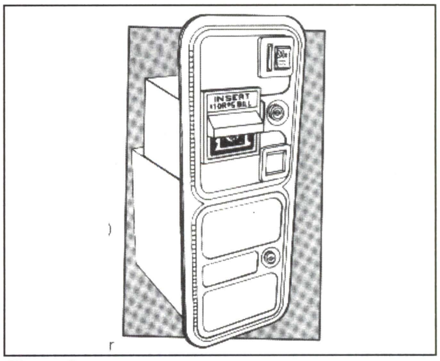

Figure 3

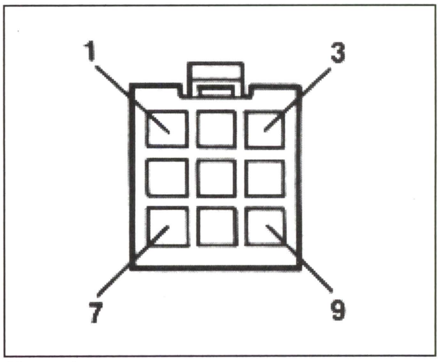

Figure 4

AMOA AGENDA

Summer is a MIXED BAG; fall brings OPPORTUNITY

Randy Chilton
AMOA President

> *"If business is off a little this year I suggest your attendance (at the AMOA Expo) is more important than ever. No problem solves itself."*

We are deep in the middle of summer, which means that the traditional operators are in the summer slump and looking forward to the fall business, while the new breed of operators with family entertainment centers are enjoying what is referred to by one as "the 111 days of hell." The 111 days refers to the number of days between the end of one school year and the beginning of the next.

Chilton Vending is more of a traditional operator with bowling centers, theaters, etc., but is somewhat part of a new breed having set two very large summer FECs. It is a new sensation to wake up on Saturday morning to see it raining and quickly calculate just how expensive that rain is going to be on collection day.

It is also that time of year when the entire industry gets together at the annual AMOA Expo, this year being held in Dallas, Sept. 26-28. It has been a slow year by anyone's standards, but this show is shaping up to be a great one. The early projected attendance figures show that Dallas was a good pick for a trade show.

This is the first time we have ever conducted our Expo in the city of Dallas. If your business is booming, I would encourage you to attend the AMOA show. But it probably isn't necessary because you've already made plans.

If your business is off a little this year, and you're concerned that new technologies may cost too much or be a threat to your business, I suggest your attendance is more important than ever. No problem solves itself. There is real opportunity at the AMOA Expo, but you'll never know if you don't attend.

Here is one hot tip for going to Dallas: attend the AMOA annual banquet and awards show on Friday night. We're doing it very different from prior years. It will be a celebration from the time you walk in the door until the time you leave. There will be a few surprises, but again, you'll have to attend to find out. You won't have to worry about getting bored. The place will be jumping all night long. Bring your dancing shoes.

The travel schedule for the AMOA president, and therefore the AMOA officers, gets very hectic in the summer months leading up to the AMOA Expo. Two state shows occurred in June, in Wisconsin and Illinois, and were attended by secretary Gene Winstead and first vice president Jerry Derrick, respectively.

WISCONSIN

The Wisconsin operators held their annual meeting June 6-8. The meeting was a great success. Hats off to the new executive director of WAMO, Maxine O'Brien. The event was well-organized, and according to AMOA representative Gene Winstead, appeared to go off without a hitch. Congratulations also to outgoing WAMO president Eric Jacobson and incoming president Bryan Hubbard.

The Wisconsin operators are arguably the leaders in the nation in organized league play in pool, darts, and foosball. While most of the nation's operators are trying to organize leagues, sign more people up, etc., Wisconsin operators are in the stage of fine tuning and utilizing the latest technology to operate their league programs. To assist in this effort, Diane Lucas of the AMOA gave a presentation on the latest available computer technology for operators.

As with any good meeting, it had a nice complement of social functions for attendees. They played golf on Thursday and had their annual banquet on Friday night.

At the luncheon on Friday, Gene gave a presentation about what's happening on the national scene. The hot issues continue to be the National Amusement Network Inc., dollar coin, and other government relations issues. The dollar coin, at this writing, has progressed further than at any other time in the lobbying effort. Gene encouraged all WAMO attendees to come to the AMOA Expo to see the industry's latest and greatest display of product and sign up for the educational seminars.

Wisconsin has always had tremendous representation at the national level. Since I came on board in 1985, I have served under two AMOA presidents from Wisconsin: Wally Bohrer of Hastings Distributing and Gene Urso of Madison Coin Machine Co. The next president from Wisconsin will be Jim Stansfield of Jim Stansfield Vending. It is very obvious to me, with the Wisconsin organization and its successful group of leaders, that their position as industry leaders is no coincidence.

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ILLINOIS

First vice president Jerry Derrick traveled to Chicago for the annual meeting of the Illinois Coin Machine Operators Association June 21-23. By all accounts it was a well-attended meeting. Jerry states, "They play a lot of golf there." Rain threatened the cookout on Friday evening but it was all blue skies for most of the meeting.

ICMOA had a great seminar program. A session on jukeboxes and new technology proved lively and informative. Representatives from music manufacturers NSM, Rock-Ola, Touch Tunes, and Software Computer Systems presented their views on the future of jukeboxes and the technology that will deliver music to our customers in the future.

Another session covered other new technologies that deal with the interactive networking of games. Mike Hansen from Incredible Technologies did a splendid job of discussing the company's product that is getting good reviews from participating operators.

Jerry brought the audience up to date on NANI. The system is gearing up for the next round which will include additional products. The test in Ohio and Kansas was a success by income standards, but Jerry added that the team learned a lot about what it will take for total market acceptance of this product and others like it in the future. Both Mike and Jerry discussed openly that this (networking) really is the future of the video game market, although a few attendees disagreed.

Jerry wishes to thank Stan Williams, who was convention chairman, as well as ICMOA outgoing president Jay Abraham and incoming president Jimmy LaCost.

Randy Chilton can be reached at (316)262-3538; fax (316)262-6200; e-mail rchilton@fun.net

See this article and others on the Internet at http//w3.thegroup.net/~aim/amoadept.html

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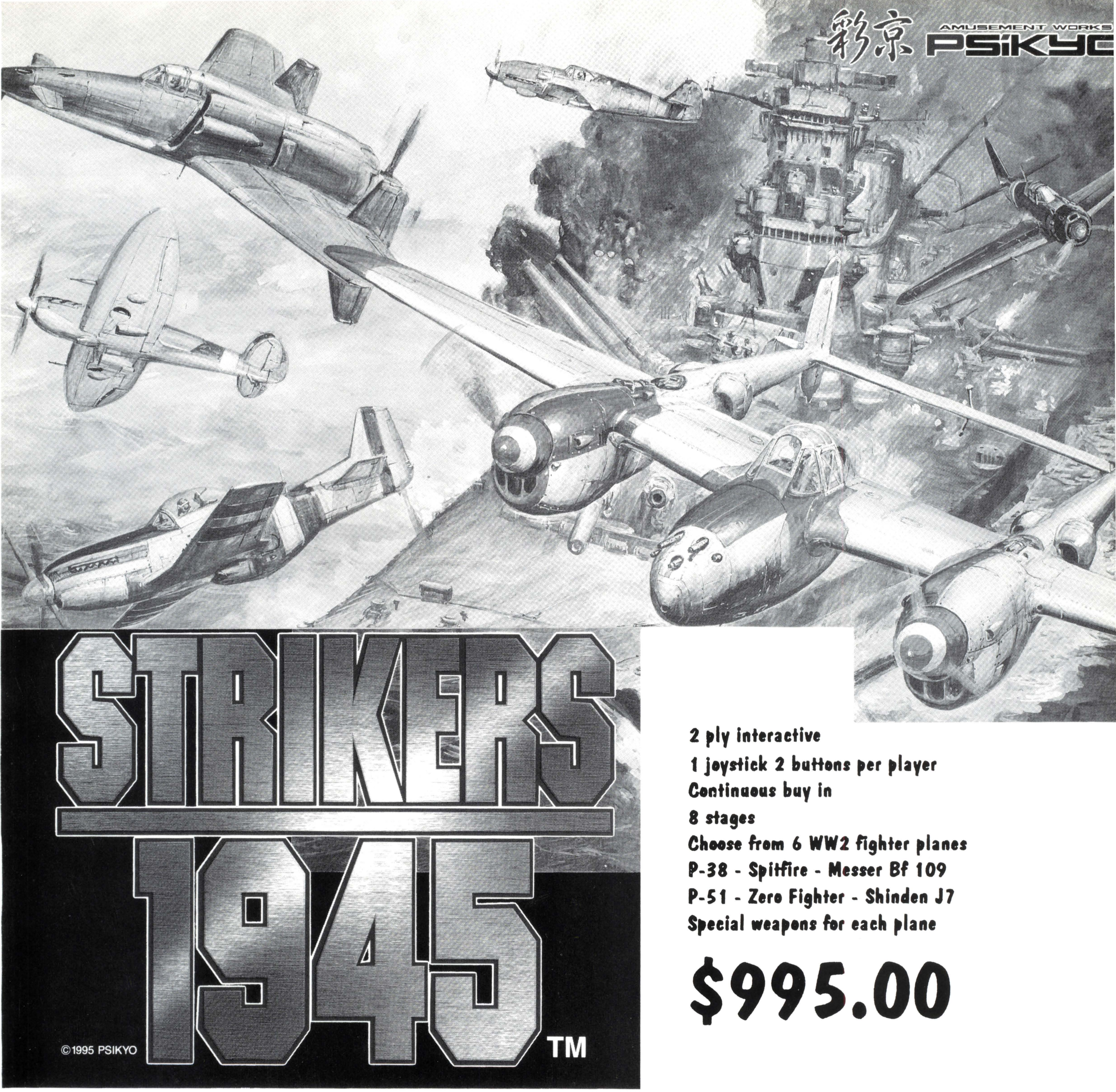

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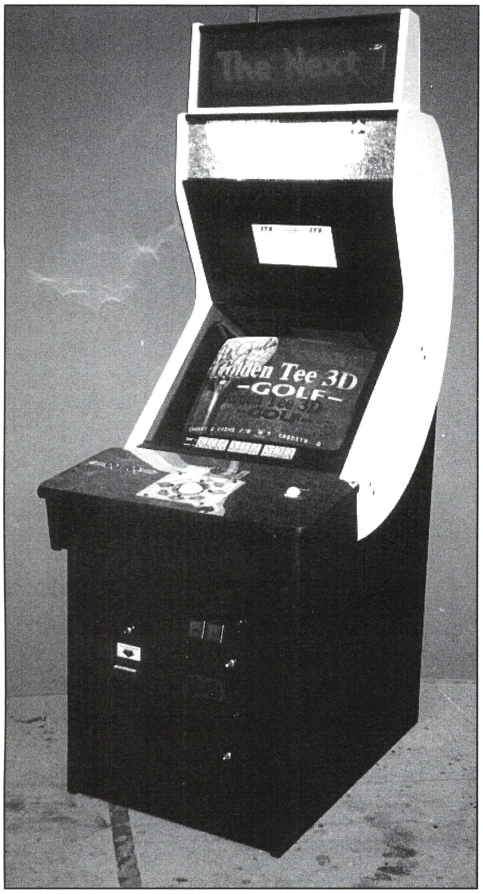


The International Tournament System version of Incredible Technologies' *Peter Jacobsen's Golden Tee 3D Golf* video game is currently available as a dedicated unit.

A number of regional tournaments, as well as at least one national event, have been held on the machines. Many features on the game have been added and refined, including reliable communications, easy installation procedures, and easy interface for players to enter their name and social security number, and a solid prize distribution structure.

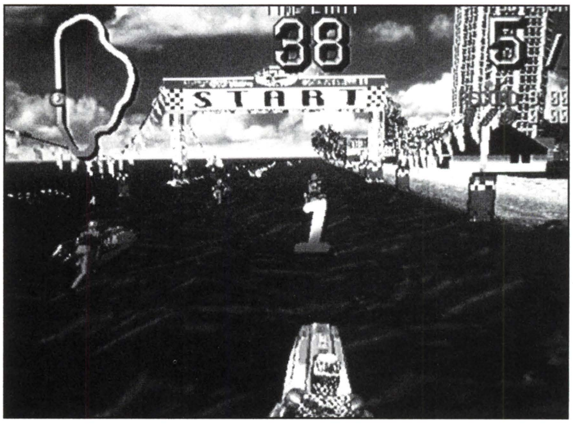
Along with software refinements, IT has been hard at work on the hardware side as well. The game PC board was redesigned to accommodate the communications for transferring data via modem through a phone line. Memory was added to the board to store more golf courses and all of the tournament statistics that are sent to ITS each night. Other new features include real-time clock, voltage monitor, and flash memory that allows messages and graphics to be downloaded through the modem to the screen.

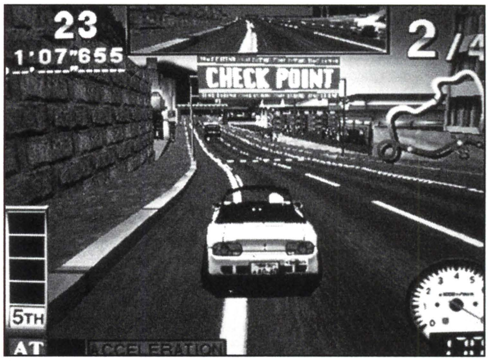
The cabinet's extra deep control panel combined with a 25" monitor tipped back at an angle allows players to roll the trackball without hitting their hands on the glass. A Mars bill acceptor is installed in its own cash door, which can accommodate a stacker if desired.

A custom-built LED display sign is mounted to the top of the cabinet, which is used to send important tournament information and promotional messages to players. For easy servicing and installation, all of the electronics are accessible from the front of the cabinet using a pull-out drawer system.

For more information, or distributor referral, contact Incredible Technologies, 4010 Winnetka Ave., Rolling Meadows, IL 60008-1374; (847)870-7027; (847)870-0120.

Wave Shark, Winding Heat





Konami introduces its new video simulator *Wave Shark* and another auto racing amusement game, *Winding Heat*, coming on the heels of the successful *Midnight Run*.

In *Wave Shark* all the thrills of wave running have been brought ashore for players to enjoy without ever getting wet. The realistic feel is created by polygon-based graphics and a full-motion simulation system.

Players can select from three courses: novice, expert, or pro. The challenge is to race against rivals, pass the checkpoints, and jump the ramps to collect bonus seconds to reach the goal within the time limit. The four-player game offers two beginner, one expert, and one pro machine to choose from in order to accommodate a wide range of players.

The game cabinet is an impressively styled jet ski with a 50" monitor. Two points of view are also offered on this game, which will be available this month.

In addition to its forced-feedback steering, *Winding Heat* features an immersive 3-D sound system spatializer. Players can shift from automatic to manual transmission and driver's to overhead view. Up to four units can be linked for competitive racing.

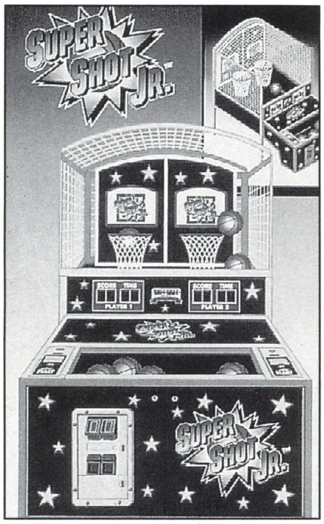
Two versions will be available with 50" and 25" monitors respectively. There are three courses and four cars to choose from, as well as a number of special features.

In each course, the player has a choice of normal race mode or time attack mode, which features straight out competition between four racers. The game will be available next month.

For more information, or distributor referral, contact Konami (America), 900 Deerfield Pkwy., Buffalo Grove, IL 60089; (847) 215-5100; fax (847)215-5122.

Super Shot Junior

Skee-Ball introduces *Super Shot Junior*, a two-player redemption kiddie basketball game in the tradition of its larger *Super Shot Deluxe*. The new, scaled down version offers the same features and benefits of the *Super Shot Deluxe* and *Super Shot Prize* games.


SUPER SHOT JR.
SUPER SHOT JR.

Super Shot Junior features digital sounds, colorful graphics, two ticket dispensers, and two coin mechs. Construction is steel-framed with powder-coated finishes for durability. The game also has a small footprint, which makes it an easy addition to almost any location.

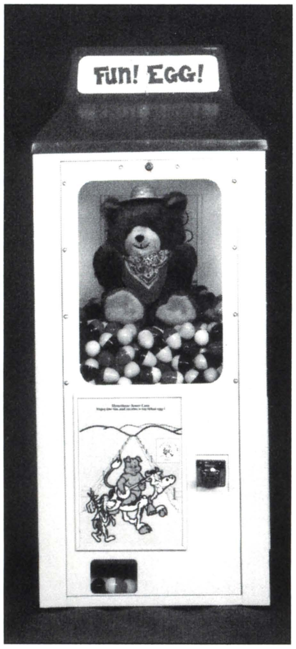
Optic sensors for scoring and ball counts are standard on *Super Shot Junior*, as are Deltronic ticket dispensers, advanced diagnostics, and flexible programming.

The game was first seen internationally at the SALEX show in Sao Paulo, Brazil, in late July; the domestic debut will be at AMOA '96 in Dallas next month.

For more information, or distributor referral, contact Skee-Ball Inc., 121 Liberty Lane, Chalfont, PA 18914; (215)997-8900; fax (215)997-8982 at company headquarters in Pennsylvania. Or contact the Phoenix office, (602)470-1490; fax (602)470-1495.

Farmer Bear

National Entertainment Technologies has added a new model to its line of egg-vending machines with the colorful *Farmer Bear*.



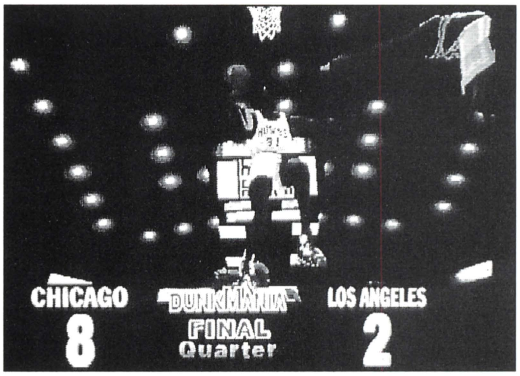
Farmer Bear entertains young customers by talking and spinning in a circle before dispensing an egg with a prize.

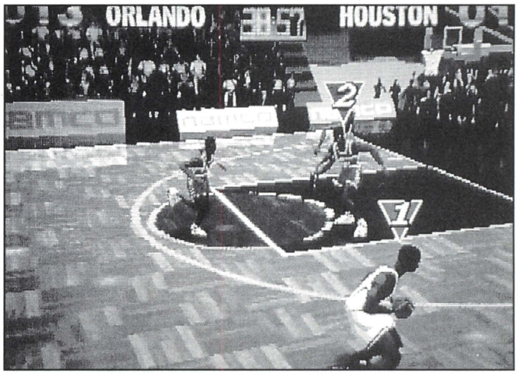
The cuddly bear, who sports a bandanna and a straw hat, delivers an educational message that reminds youngsters to wear their seatbelts when in a car. He can also be programmed to give a customized message.

NET offers a special conversion kit to change current *Fun Chicken* machines to the new *Farmer Bear*.

For more information, or distributor referral, contact National Entertainment Technologies Inc., P.O. Box 648; Marshfield, MO 65706; (800)458-4116 or (417)468-2900.

Dunkmania





Now you can slam dunk, Alley Oop, or fake out your opponents on the basketball court with Namco's new one- to four-player video kit, *Dunkmania*.

Basketball jumps to a 3-D world in this game which uses System 11 graphics, advanced lighting techniques, and such realistic character detail that changes in facial expressions are clearly visible.

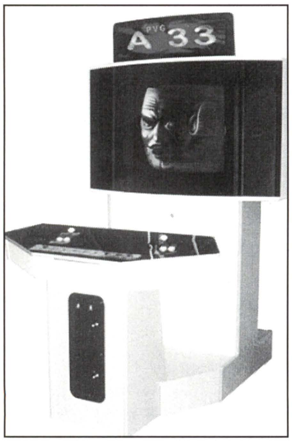
Players choose one player from 10 teams and can play one player vs. 1-3 CPU, one player vs. one player, two players vs. two players, two players vs. two CPU, or a variety of combinations. It is possible for one player to perform combination plays and post plays.

Controls include an eight-way joystick and three buttons to maneuver the chosen character. Players can block their opponents' shots and avoid blocks to their progress by using a variety of button combinations.

Accomplishments can be relived with instant replays from various camera angles. Players can buy-in and join a friend in perfecting the slam dunk until the last 15 seconds of game play. There are no fouls and throw-ins; the game keeps moving.

For more information, or distributor referral, contact the Namco-America sales office, 877 Supreme Drive, Bensenville, IL, 60106; (708)238-2248; fax (708)238-9333.

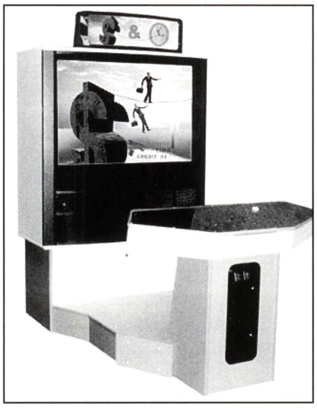
Video cabinets



Hanaho Games USA presents two showcase video cabinets, produced by Pacific Video Games, in 33" and 50" versions, each featuring a one- to four-player control panel.

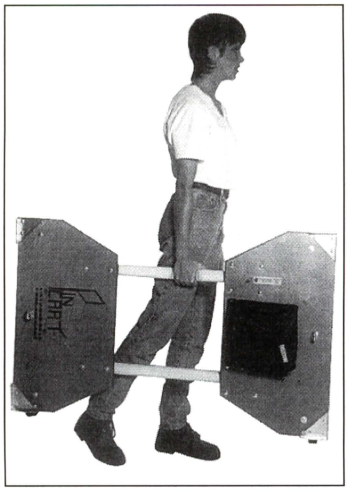
The cabinets offer easy service access, standard over/under coin door, optional chair and subwoofer sound system, and enlarged space for a PC board. Both are JAMMA compatible With a horizontal and vertical mounting monitor, the 33" version has dimensions of 82" high x 47-1/2" wide x 60" deep. Designed with remote access to volume and monitor controls, the 50" version has dimensions of 80" high x 48" wide x 72" deep.

For more information, contact Hanaho Games, 13854 Bentley Place, Cerritos, CA 90703; (310)483-1414; fax (310)483-1448



Pin-Cart

Pin-Cart Inc. introduces the Pin-Cart, designed to let one person load and move a pinball machine in four easy steps. It is constructed of a polyurethane coated hardwood plywood and durable shock-absorbing PVC.

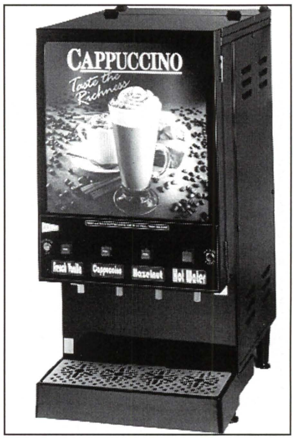


The four casters are state-of-the-art with double-row ball bearings. Locknuts are used on all non-adjusting bolts.

In order to move the game, operators position the first end on the cart, then position the other end on the cart, attach the safety strap, and simply move the pinball to the desired location. The cart will accommodate all sizes of games, including long profile machines.

For more information, contact Pin-Cart Inc., P.O. Box 43, Bellbrook, OH 45305; (800)428-2278 or (513)848-6515.

Cappuccino, iced tea dispenser



Cecilware announces its line of 25 different Cappuccino Dispensers and the stainless-steel iced tea dispenser with a 7" high faucet.

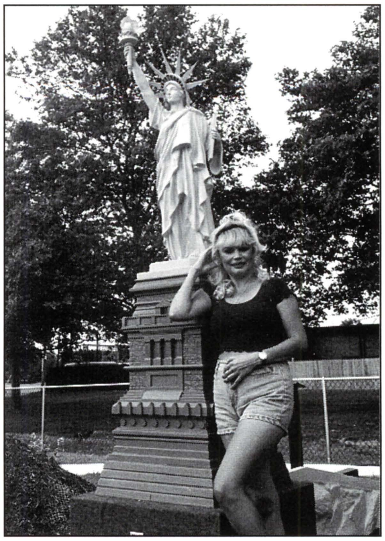
The Cappuccino Dispensers feature fluorescent lighted display, vacuum steam removal system, power whip for perfectly mixed products, and individual product hoppers and mixing chambers. Cecilware's Featured Flavor models insure that you never run out of product with one eight-pound hopper and two two- to four-pound hoppers. These dispensers are also available with a hot water feature for additional products.

ICED TEA
ICED TEA
ICED TEA

The iced tea dispenser comes in three- and five-gallon sizes, both with the 7" faucet in order to accommodate fast food operators. It eliminates the mess caused by tipping of tea glasses while they are being filled.

For more information, contact Cecilware Corp., 43-05 20th Ave., Long Island City, NY 11105-1295; (718)932-1414; fax (718)932-7860.

Miniature golf obstacles



The Millennium Group is now offering its services building prefabricated miniature golf courses that work just as well indoors and outdoors.

Options include a turnkey course or design assistance and obstacles for operators looking to build their own course. All the obstacles are fabricated in durable, weather-resistant fiberglass and epoxy materials.

The company will provide a fiberglass ramp that turns any of the obstacles into elevated holes. Obstacles also incorporate sound.

For more information, contact The Millennium Group, 1738 Hidden Creek Blvd., Orlando, FL 32807; (407)384-8913; fax (407)384-8847. ▲

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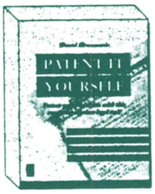

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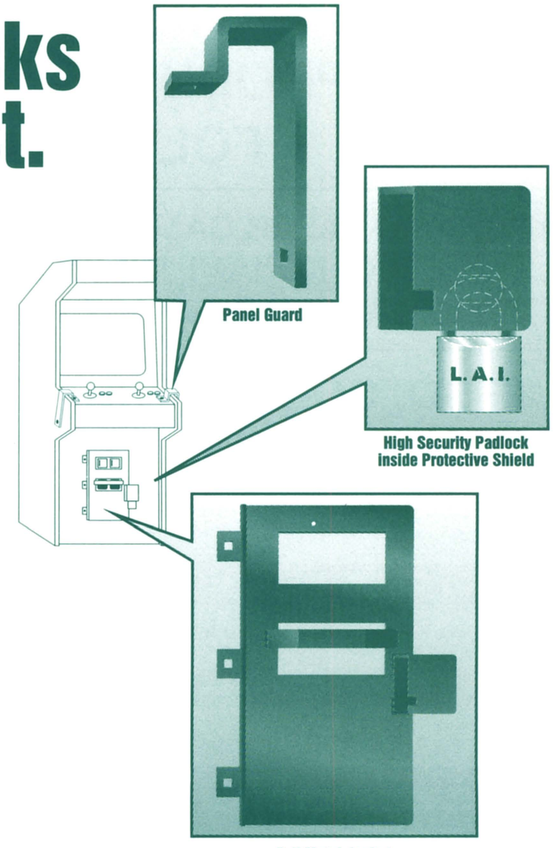

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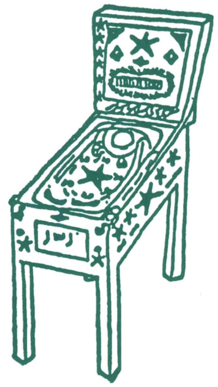

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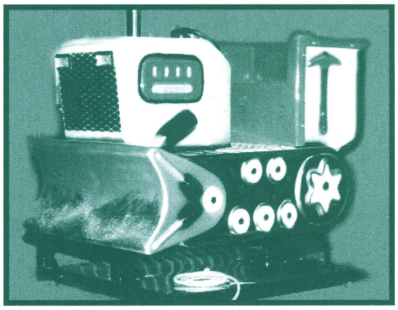

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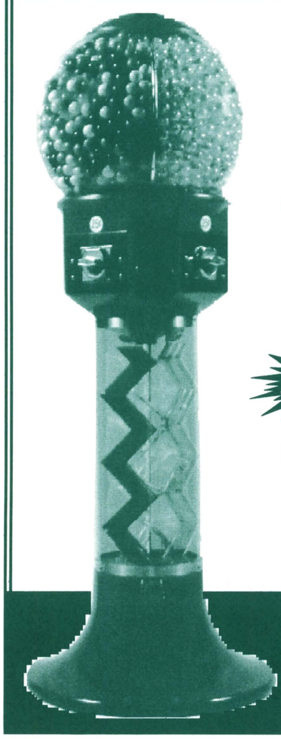

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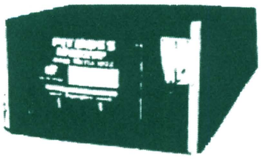

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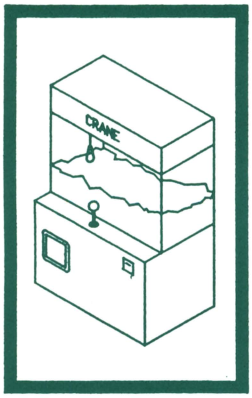

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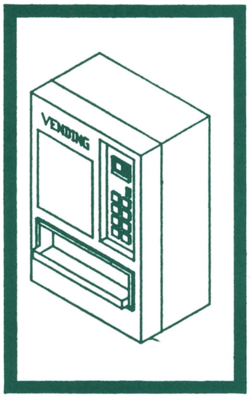

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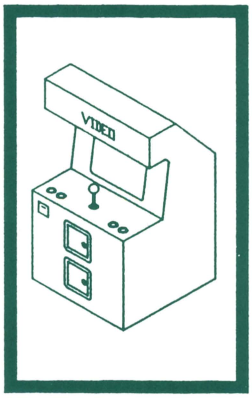

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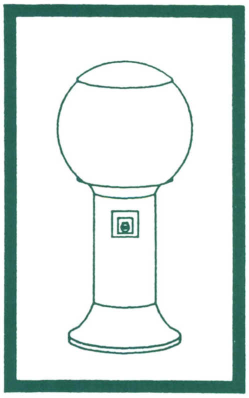

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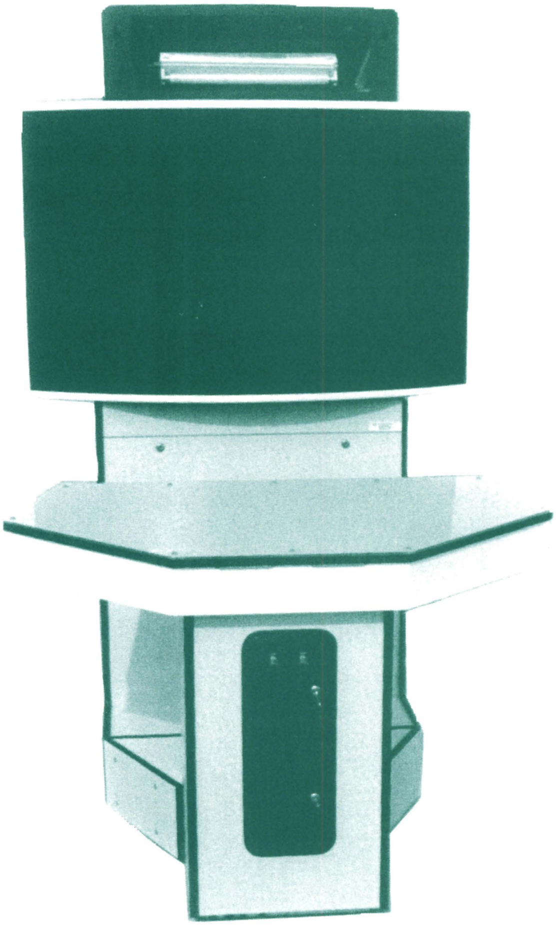

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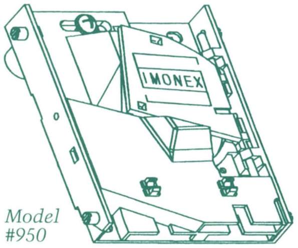

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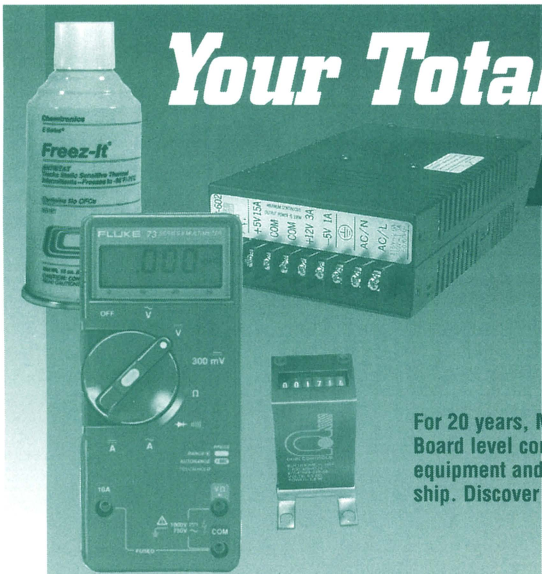

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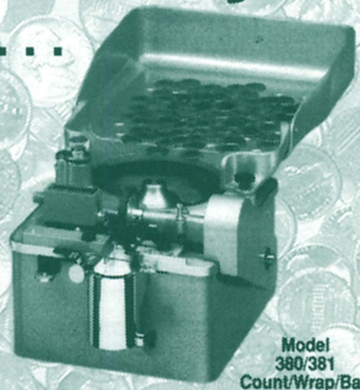

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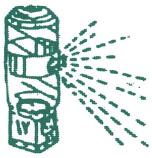

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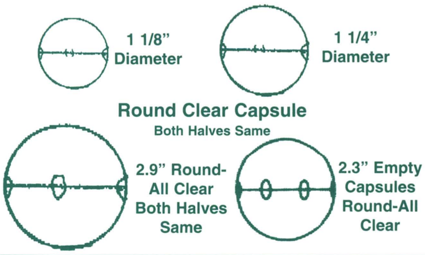
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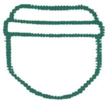

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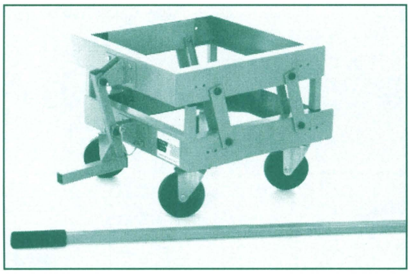

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SEPTEMBER	NEW DATE **14** Atlanta, Georgia National Guard Armory 3736 Durham Park Rd. Decatur, GA	**21** Columbus, Ohio National Guard Armory 2825 W. Dublin-Granville Rd. Columbus, OH	**28** Fullerton, California 2116 E. Walnut Ave. Fullerton, CA	
OCTOBER	**5** San Diego, California UAW Hall # 506 2266 San Diego Ave. Old Town, San Diego	**12** St. Charles, Missouri 1355 So. Fifth Street St. Charles, MO Exhibition Hall	**19** Fullerton, California 2116 E. Walnut Ave. Fullerton, CA	**26** Sacramento, California Placer County Fgrds. 800 All American Blvd. Roseville, Jones Hall
NOVEMBER	**16** Dallas/Mesquite, Texas 800 Big Town Mall Mesquite, TX Expo Hall	**23** Fullerton, California 2116 E. Walnut Ave. Fullerton, CA		
DECEMBER	**7** Miami, Florida Special Auction Location TBA	**14** Fullerton, California 2116 E. Walnut Ave. Fullerton, CA	**21** San Jose, California Santa Clara Fairground Gateway Hall, 344 Tully Rd. San Jose, CA	

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2 Our staff will check in your equipment and assign each item an inventory number. You sign the Auction paperwork and are issued an inventory receipt for all your equipment.

3 The Auction is held the next day, Saturday. After the Auction is concluded and all funds are collected for your equipment, you are immediately paid, after commission. If you cannot attend the Auction, funds will be mailed to you immediately.

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US Amusement Auction

FALL 1996 CALENDAR

September

7 **Indianapolis, IN** Our Land Pavilion Indiana State Fairgrounds 1202 East 38th Street Cellular: 317-432-7626 At Reorder Tone Dial: 502-551-1866	**14** **Columbus, OH** Buckeye Building Ohio State Fairgrounds 17th Avenue & I-71 Exit 111 Cellular: 614-271-7626 At Reorder Tone Dial: 502-551-1866	**21** **Des Moines, IA** University and East 30th Street Iowa State Fairgrounds *For information call* **Tom Rhoades** 515-774-8424	**28** **Kansas City, KS** Wyandotte County Fairgrounds 1405 North 98th Street *For information call* **Tom Rhoades** 515-774-8424

October

5 **Clementon, NJ** (East of Philadelphia) Route 30 Mart I-295, Exit 29 to Route 30 East 6 miles to Route 30 Mart on right.	**10 thru 12** **FUN Expo '96** **Las Vegas, NV** • Not An Auction • Visit Us At Our Booth	**19** **Indianapolis, IN** Our Land Pavilion Indiana State Fairgrounds 1202 East 38th Street Cellular: 317-432-7626 At Reorder Tone Dial: 502-551-1866	**26** **Tampa, FL** Florida State Fairgrounds Interstate 4 to Orient Road Exit Cellular: 813-690-7626 At Reorder Tone Dial: 502-551-1866

November

9 **Columbus, OH** Buckeye Building Ohio State Fairgrounds 17th Avenue & I-71 Exit 111 Cellular: 614-271-7626 At Reorder Tone Dial: 502-551-1866	Collector's Auctions **16** **Chicago, IL** **Ramada Inn - O'Hare** **6600 N. Manhiem Road, Rosemont, IL** ***6th Annual Pinhead Collector's Auction in association with Pinball Expo '96.*** Attendance info. Contact: Rob Berk at 1-800-323-3547 A 10% Buyers Premium will be applied. Collector's Auctions	**23** **Kansas City, KS** Wyandotte County Fairgrounds 1405 North 98th Street *For information call* **Tom Rhoades** 515-774-8424	**30** **Des Moines, IA** University and East 30th Street Iowa State Fairgrounds *For information call* **Tom Rhoades** 515-774-8424

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- To consign games for sale: bring to the Auction site on the Friday before the auction between 9 am and 9 pm.
- Inspection: day of sale 9-10 am.
- Removal of all equipment by midnight day of sale.
- Please, no cigarette machines or candy machines older than two years.
- Phone numbers listed for auctions are for Friday and Saturday only.
- Contact Ric Stephen 812-333-9939 for special hotel rates.

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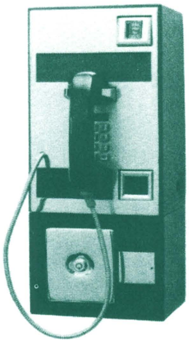

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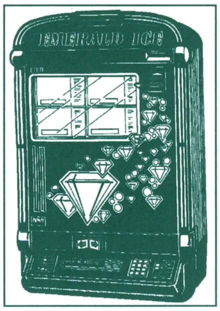

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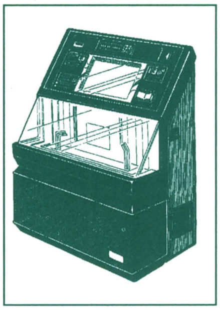

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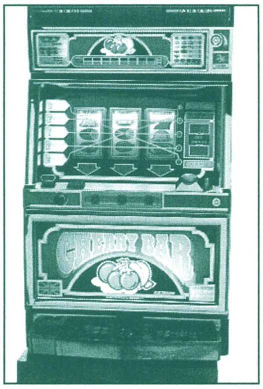

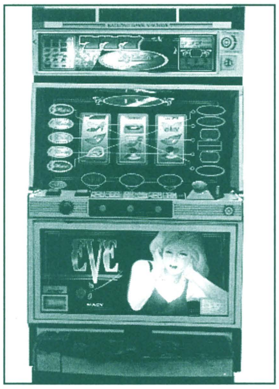

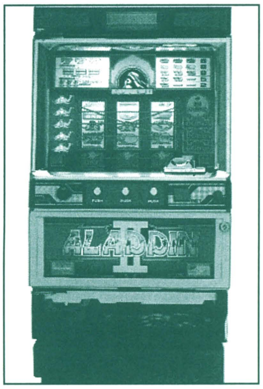

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PLAY METER'S classified advertising is NOT agency commissionable.

DEADLINES (for classified ads only)

Reservations and raw copy deadline for ALL classified ads is the 15th of the month prior to issue date (e.g., March 15 for April issue).

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The PLAY METER art staff will assist in typesetting and layout of ads to be placed in the classified section of our publication at no additional cost. Rough layouts must be provided three working days before the ad copy deadline.

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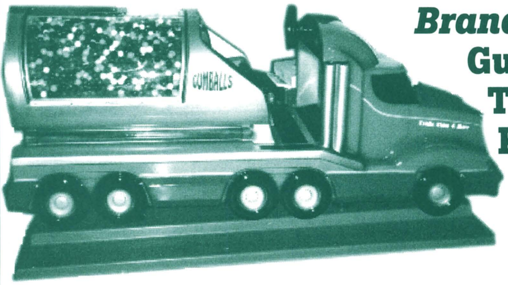

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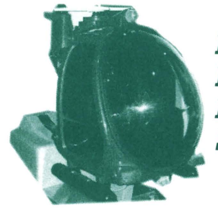

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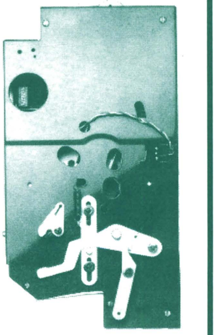

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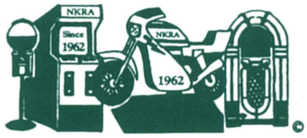

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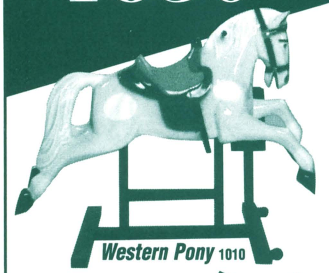
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FUN EXPO

PLAY METER
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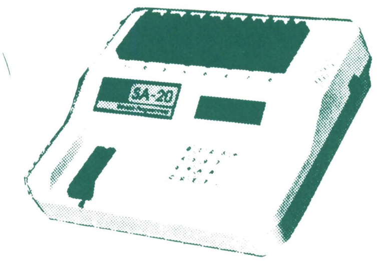

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SIZES	WIDTH/DEPTH	RATE
Full pg. (image area)	7" x 10"	$550
3/4 pg.	7" x 7-1/2"	450
2/3 pg.	4-5/8" x 10"	400
1/2 pg. island	4-5/8" x 7-1/2"	300
1/2 pg. horizontal	7" x 4-7/8"	300
1/3 pg. square	4-5/8" x 4-7/8"	200
1/3 pg. vertical	2-1/4" x 10"	200
1/4 pg. vertical	3-3/8" x 4-7/8"	150
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1/6 pg. vertical	2-1/4" x 4-7/8"	100
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Per column inch (minimum one inch at $30)		20

GENERAL POLICY

PLAY METER'S Classified (Money Pages) advertising is primarily intended for: buyers and sellers of used equipment, support and supply firms and employment opportunity ads. We reserve the right to reject advertising that does not fall within the scope intended for PLAY METER'S Money Pages, or any reason we deem appropriate.

PLAY METER'S classified advertising is NOT agency commissionable.

DEADLINES (for classified ads only)

Reservations and raw copy deadline for ALL classified ads is the 15th of the month prior to issue date (e.g., March 15 for April issue).

GRAPHIC SERVICES

The PLAY METER art staff will assist in typesetting and layout of ads to be placed in the classified section of our publication at no additional cost. Rough layouts must be provided three working days before the ad copy deadline.

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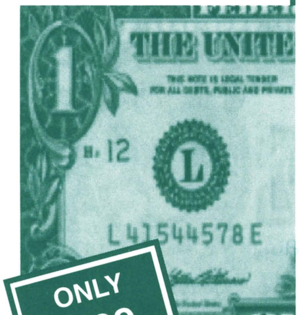

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March 1996

	THIS CHART	LAST CHART	COMPILED FOR COMPACT DISC JUKEBOX OPERATORS ALBUM TITLE	ARTIST NAME
REGIONAL MEXICAN	1	2	"Y Sus Canciones"	Vicente Fernandez
	2	1	"Unidos Para Siempre"	Los Tigres Del Norte
	3	7	"Invencible"	Los Rieleros Del Norte
	4	4	"Mundo De Amor"	Los Tucanes De Tijuana
	5	--	"Tu Eterno Enamorado"	Banda Maguey
	6	--	"Por Amor A Mi Pueblo"	Marco Antonio Solis Y Los Bukis
	7	--	"Animal"	Bronco
	8	6	"Camino De Amor"	Los Temerarios
	9	9	"Joyas De Dos Siglos"	Ana Gabriel
	10	3	"14 Tucanazos"	Los Tucanes De Tijuana
TROPICAL/SALSA	1	--	"Cumbia Con Sabor"	Sonora Dinamita
	2	4	"Merengue En La Calle 8 '96"	Compilation
	3	--	"Salsa Hot Hits #2"	Compilation
	4	--	"El Hombre Merengue"	Kinito Mendez
	5	3	"Merengue Mix II"	Compilation
	6	9	"Salsa En La Calle 8 '96"	Compilation
	7	0	"Abriendo Puertas"	Gloria Estefan
	8	5	"Super Exitos"	Sonora Dinamita
	9	10	"Magia"	Jerry Rivera
	10	--	"Siempre Al Frente"	Zona Roja
POP	1	2	"Enrique Iglesias"	Enrique Iglesias
	2	4	"Dreaming of You"	Selena
	3	1	"Nuevos Senderos"	Olga Tanon
	4	6	"Voces Unidas" 1996 Olympic Album	Compilation
	5	--	"Un Millon De Rosas"	La Mafia
	6	7	"Amor Prohibido"	Selena
	7	5	"El Deseo De Oir Tu Voz"	Cristian
	8	8	"Mujeriego"	Jose Jose
	9	--	"La Carretera"	Julio Iglesias
	10	--	"Macarena Mix"	Compilation

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Aero Fighter (Excellent Airplane Shooter)	250
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NBA Jam PCB & Marq....125 or **NBA Tour.Ed. Chip Kit**	175
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Nightclub & Bar Expo, Omni Rosen Hotel, Orlando, Fla. Contact Nightclub & Bar Magazine, (601) 236-5510; fax (601) 236-5541.

August 15-17

Ohio Coin Machine Association Convention and Trade Show, Ramada University, Columbus, Ohio. Contact OCMA, (614) 888-9772; fax (614) 888-9767.

August 15-17

Wyoming Wholesalers and Coin Operator Association Convention, Snow King Resort, Jackson, Wyo. Contact WWCOA, (307) 635-8524; fax (307) 635-1911).

September 30-October 3

World Gaming Congress & Expo, Las Vegas Convention Center, Las Vegas, Nev. Contact Alan Liebensohn, (212) 594-4120; fax (212) 714-0514.

September 26-28

Amusement and Music Operators Association Expo, Dallas Convention Center, Dallas, Texas. Contact AMOA, (800) 937-2662 or (312) 245-1021; fax (312) 245-1085.

October 9-12

6th Fun Expo, Sands Expo and Convention Center, Las Vegas, Nev. Contact Bailey Beeken, (914) 993-9200; fax (914) 993-9210.

October 19-20

Orlando Collectors Expo, Orlando Florida Fairgrounds. Contact Chip Nofal, phone or fax, (904) 928-0666.

October 19-21

World Waterpark Association Trade Show, Broward County Convention Center, Ft. Lauderdale, Fla. Contact Patty Miller, (913) 599-0300; fax (913) 599-0520.

October 27-28

Amusement and Music Operators of Virginia Convention and Trade Show. Contact Bill Carnohan, (804) 748-2092.

October 29-31

Amusement Industry Expo, I-X Center, Cleveland, Ohio. Call (216) 265-2619; fax (216) 265-2621.

October 31-November 2

National Automatic Merchandising Association National Convention and Trade Show, America's Center, St. Louis, Mo. Contact NAMA, (312) 346-0370; fax (312) 704-4140.

November 7-9

AMOA-NDA 3rd Annual Singles and Doubles Championships, Adams Mark Hotel, Indianapolis, Ind. Contact Mike Smythe, (800) 808-9884 or (317) 387-1299; fax (317) 387-0999.

For international events, see page 46.

AD INDEX

Acclaim/ Lazer-Tron	53
American Changer	67
American Shuffleboard	135
AMOA	47, 146
Antique Apparatus/ Rock-Ola	75
Arachnid	83
Atari Games	Cover 4
Bally	71
Bob's Space Racers	125
Cadillac Jack	87
Capcom	9
Cash Code	73
Data East	45
Deltronic Labs	8
Diamond & Caspert Auctioneers	29
Dynamo	37
Entropy	61
Fun Expo	111
Fun Industries	69
Gametime	118
HanaHo Games	64
Hoffman & Hoffman	137
IAAPA	55
ICE	15
Imperial International	70, 82
Incredible Technologies	11
Just Kiddie Rides	23
JVL	5
Kevin Sharp	78-79
King Plush	49
Konami	13
LA East	107
Mali & Co.	116
Master Pitching Machines	116
Mayoni Enterprises	90, 120
Merit Industries	17, 91
Micro Manufacturing	62-63, 95
Mission Crane	27
Muncie Novelty	77
Namco	30-31
National Ticket	81
New Orleans Novelty	128
NSM- America	19
P&E	93
Phoenix Games/Astro Distributing	10
Photo Vend	59
Pin Cart	8
Planet Earth Entertainment	34
Playfair Shuffleboard	112
Premier Data	103
Randy Fromm	133
Rowe International	Cover 3
S&B Entertainment	140
Sega Enterprises	Cover 2-3
Silent Partner	115
Skee-Ball	44
Smart Industries	7, 57
Success Plush	76
Ultrazone	56
Valley Recreation	98
Van Brook of Lexington	128
WMS	41
Worldwide Video	141

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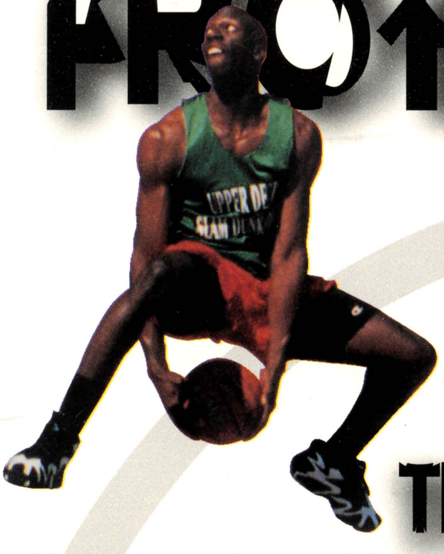

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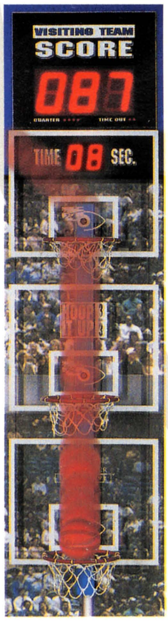

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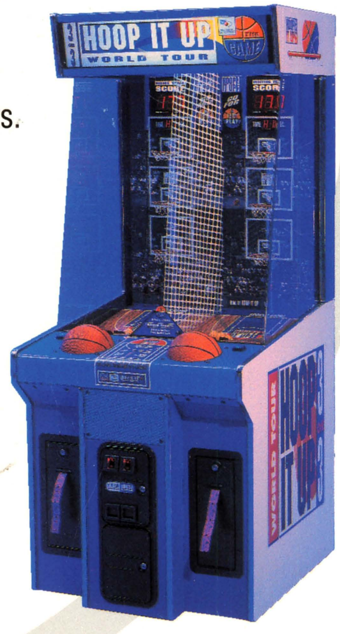

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